



Syllabus

Welcome to BYU Online!

This course is a highly structured learning experience that meets the university's general education requirements and will mirror the intensity of the on-campus course. This course differs from on-campus courses and other online courses in the following ways:

- **Course Content**—Aside from your textbook, all of the course content is contained online. You will also submit all your assignments and complete all your course quizzes online.
- **Course Completion**—There are certain due dates for assignments, quizzes, and midterms. You may work as quickly as you would like with the only restriction being you cannot finish the course before **Oct. 31**. You must also complete the course by the end of the semester.
- **Orientation Meeting**
 - **WHEN:** Thursday, September 3 at 5 PM
 - **WHERE:** MSRB 202 on the BYU campus
 - Attendance is mandatory. If extensive travel would make attending impractical or if you have another class during this time, you must contact the TA and make other arrangements for receiving the information.
- **Course TA**—This course has a specific TA that you can contact with questions about the course or course content. The TA will also assist you in creating a course completion schedule and meet with you for

the course checkpoints.

We will be asking you to help assess the success and effectiveness of this course, the faculty member, the course delivery and the course support. Your participation in this assessment effort will be critical to future opportunities for online learning at BYU. Please be prepared to provide meaningful feedback about your experience.

Course TA Information

Your TA for this course is **Harrison Montague**. Please contact your TA if you have any questions, run into difficulties with the course, and to schedule checkpoints.

Remember, his name is Harrison Montague <u>ta_comms300@byu.edu</u> (<u>ta_comms300@byu.edu</u>)

[Click here to watch video.](#)

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Remember, your TA is your first line of contact, and will be able to help you with any issues that come up. He is looking forward to getting to know you!

Course Outcomes

Students will be able to

1. Practice communication within legal boundaries by employing appropriate use of others' work (in attribution, copyright, trademarks, etc.).

2. Practice communication within legal boundaries by demonstrating an ability to identify legal constraints and defenses that shape mass media messages.
3. Practice communication within legal boundaries by constructing messages that meet the laws and statutes applied to free speech.
4. Demonstrate they value freedom of speech in the marketplace of ideas by knowing how First Amendment rights extend to press and speech.
5. Demonstrate they value freedom of speech in the marketplace of ideas by understanding the historical development of free speech.
6. Demonstrate they value freedom of speech in the marketplace of ideas by recognizing the legal and moral limits of free speech.
7. Demonstrate they value freedom of speech in the marketplace of ideas by applying the concepts underlying this principle to current issues.
8. Demonstrate they value freedom of speech in the marketplace of ideas by showing a commitment to preserving freedom of speech, even when it may be contrary to majority views, opinions, or values.
9. Demonstrate sensitivity to the ethical issues of their practice by becoming familiar with prominent cases that demonstrate ethical issues in the communication industries.
10. Demonstrate sensitivity to the ethical issues of their practice by identifying professional values that contribute to ethical behavior.
11. Demonstrate sensitivity to the ethical issues of their practice by discerning possible ethical complications in professional practice.
12. Demonstrate sensitivity to the ethical issues of their practice by defining a communications situation that addresses the ethical concerns of alternative actions or decisions.
13. Exercise moral reasoning when faced with ethical dilemmas by articulating the values that underline their ethical framework.
14. Exercise moral reasoning when faced with ethical dilemmas by applying principles and theories of ethics to current issues.
15. Exercise moral reasoning when faced with ethical dilemmas by resolving ethical dilemmas using moral reasoning based on gospel-centered values.

Course Objectives

Each student will be able to discuss knowledgeably and to think critically and analytically about complex issues, including

1. the social role and value of freedom of speech and of the press in

- American society;
2. the First Amendment to the U.S. Constitution, its history, and its application in practice to mass media professions;
 3. the American legal system, and the laws and legal principles that guide professional practice;
 4. personal ethics and professional norms; societal limitations imposed by law, and self-limitations imposed by moral standards and ethical reasoning;
 5. the balance between freedom and the ethical and legal responsibilities of professional communicators; and
 6. the moral responsibility of professional communicators to make a positive difference within their sphere of influence.

Topics Not Covered in This Course

The primary goal of this course is to introduce students to the basics of media law and ethics, with which they will be confronted as they begin their internships or employment as public communications professionals. The course will therefore not cover several chapters in the Trager text, including chapter 7 on emotional distress and chapter 12 on regulating pornography. The chapters skipped by this course are important, however, and students are advised to peruse the chapters not covered so they will have a rudimentary overview of these areas of media law.

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Course Organization

This course is divided in two sections of six lessons each for a total of twelve lessons in the course. Computer-graded assessments in each section will be submitted for evaluation. You will also take two tests in this course, one at the end of each of the two sections. The tests apply only to their particular course sections, so the final test is not cumulative. Each lesson carefully explains what you should read and what you should do in order to prepare. You can also consult Independent Study materials if you have any questions about how to submit lessons or how to arrange to take exams.

Course Materials

You will need four texts:

1. *Standing for Something*, by Gordon B. Hinckley (New York: Three Rivers Press, 2000, ISBN #: 0-609-80725-0). Page numbers in lesson 12 refer to the 2000 paperback edition.
2. *The Law of Journalism and Mass Communication*, 2013 Edition (4th Edition), by Robert Trager, Joseph Russomanno, Susan Dente Ross (CQPress, 2010, ISBN # 978-1452239989)
3. *Mixed Media: Moral Distinctions in Advertising, Public Relations, and Journalism 2nd Edition*, by Thomas Bivens (Lawrence Erlbaum Associates, New Jersey, 2009, ISBN# 978-0805863215)

Standing for Something, written by President Gordon B. Hinckley of The Church of Jesus Christ of Latter-day Saints, speaks on the importance of personal values and integrity in personal and professional life.

The Law of Journalism and Mass Communication, hereafter called the “Trager text,” provides an excellent overview of the most important topics in media law about which public communicators should be informed.

Mixed Media: Moral Distinctions in Advertising, Public Relations, and Journalism, hereafter called the “Bivins text,” explores basic ethical issues in public relations, advertising, and journalism. It also ties in nicely and relies on your basic understanding of media law issues. You will be required to read only four of the seven chapters in this book due to the introductory nature of this course. We highly recommend that you read the unassigned chapters, however, if you have a particular interest in media ethics.

In the book *The Basic Writings of John Stuart Mill*, you will read about the basic concepts of liberty of thought and discussion that are the basis for the First Amendment of the United States Constitution and for our society’s understanding of the values of a free press and free expression.

We recommend that you scan through the tables of contents in each of these texts to get an overview of their contents. In the Trager text, note especially the expanded table of contents, the recommended readings, the Bill of Rights, the glossary of terms, the case index and the subject index.

Assignments

All assignments are due at 8 PM Mountain Time unless otherwise specified.

All writing assignments will be graded within 2 weeks following the due dates of the assignment. If you have questions on when an assignment will be graded, please wait 2 weeks to inquire.

Quizzes

At the end of each lesson you will be required to take an online quiz. The quiz will cover any of the reading materials assigned in the lesson and the lesson content. These quizzes are important and do count towards your final grade.

Papers

There are three papers required in this course. For more information on these papers please review the specific assignments instructions located in the course.

Webinars

A webinar is a scheduled class session that you will attend live and online through Adobe Connect. These webinars are intended to provide additional information about the course, explore ideas in the course, and most importantly provide you with skills that will enable you to do well in the course. During these webinars you will be able to interact with your instructor and other members of the class. They will be recorded for you to review as part of your study for the exams.

When entering the Adobe Connect classroom, please log in as a guest.

Four webinars will be offered during the semester. You need to attend by signing on and participating live-time through Adobe Connect. You will receive 25 points for each webinar you attend. If you cannot attend the webinar live, you must contact the TAs and arrange an alternative way to receive the information and points you missed. If you do not contact the TA prior to the start of the webinar, you will not have an opportunity to make up the points that you will miss.

The link to online classroom is:

https://byuconed.adobeconnect.com/_a1021096775/byuonlinecomms300/
(https://byuconed.adobeconnect.com/_a1021096775/byuonlinecomms300/)

Facebook Group

As this class does not have much face-to-face interaction like traditional courses do, the professors have created a Facebook group titled “**Comms**

300 Online: Fall 2015” that provides an online forum where students can interact with each other.

Participation in this Facebook page is part of your grade. You are required to comment and participate each month. You will receive points based on your activity on the page. You can receive up to 10 points a month for participating in the Facebook discussion.

This is the link to the Facebook group:

<https://www.facebook.com/groups/comms300/>
(<https://www.facebook.com/groups/comms300/>)

Exams

There are two exams in this course, a midcourse exam and a final exam. All assignments must be submitted and graded before requesting to take the final exam. All exams will be closed book and closed notes. All exams will be administered online at the Morris Center.

Exam Preparation

Each exam is constructed using the same questions that appear in the computer-graded assessments. To prepare for the exams you should study all of these questions carefully, together with the feedback you receive from your computer-graded assessments.

Taking the Exam:

You will be taking the exam online at the Morris Center (MORC). To schedule go to <http://istestingdeparment.youcanbook.me/> (<http://istestingdeparment.youcanbook.me/>). **You must schedule at least 48 hours before you plan on taking the exam.**

After signing up for a time slot, you will receive a reminder email. you will come to the Morris Center at your assigned time. Bring a valid photo ID. Enter the east doors of the Morris Center and let the employees at the reception desk know you are there to take an online exam. Find more detailed information in the folder "Preparing for the Midcourse Exam".

Note: If you have any issues with signing up or with the testing center please call the testing center at 801-422-9432.

Due Dates

Here is the list of due dates for the course. You must complete your assignments by these dates.

Due Date	Assignment	Graded-By
Thursday, September 3	Orientation Meeting Syllabus Quiz	
Thursday, September 10	"About You" Paper	Saturday, September 26
Wednesday, September 30	Webinar 1	
Wednesday, September 30	Facebook post 1 Lesson quizzes 1, 2, and 3	Wednesday, October 14
Thursday, October 15	Webinar 2	
Thursday, October 29	Webinar 3	
Saturday, October 31	Facebook Post 2 Lesson quizzes 4, 5, and 6 Media Law Paper Midterm Exam	Saturday, November 14
Thursday, November 12	Webinar 4	
Monday, November 30	Facebook Post 3 Lesson quizzes 7, 8, and 9 Media Ethics Paper	Monday, December 14

Thursday, December 10	Facebook Post 4 Lesson quizzes 10, 11, and 12	Thursday, December 24
Friday, December 18	Final Exam	
Wednesday, December 30	Final Grades Submitted	

TA Office Hours

Each week, the TA will be holding at least 4 hours of "office hours" in the course's virtual classroom, where students can log in and get assistance with assignments, ask questions about the course, etc.

The TA will let the students know when the office hours will be held through the "Weekly Instructor Notes" email sent at the beginning of each week.

Follow the link below to log in. Please make sure to test out and set up the online classroom before attempting to join TA Office Hours. You will be logging in as a guest.

https://byuconed.adobeconnect.com/_a1021096775/byuonlinecomms300/
(https://byuconed.adobeconnect.com/_a1021096775/byuonlinecomms300/)

If you need help with the course and would like to meet virtually at a different time, simply email the TA and find a time that will work.

Grading

Each submitted computer-graded assessment will have a total of twenty questions. Each test will have a total of fifty questions.

Late-Work Policy

Any work turned in late will be assessed a penalty.

Late assignments will automatically result in a **25 percent point loss**. This includes assignments that are only late by a minute.

Assignments more than one week late will automatically result in a **50 percent point loss**.

You cannot turn in an assignment that is more than **2 weeks late**.

If you have a university-sponsored event or extenuating circumstances that prevent you from completing your assignments on time, please email the professor or TA well in advance of the due date to work out an arrangement.

Papers	Points
"About You" Paper	10 points
Media Law Paper	100 points
Media Ethics Paper	100 points
Quizzes	
12 Quizzes (20 points each)	240 points
Syllabus Quiz	10 points
Interaction	
4 Webinars (25 points each)	100 points
4 Facebook Posts (1 per month) (10 points each)	40 points
Exams	
Midcourse Exam	200 points
Final Exam	200 points
Total	1000 points

All assignments will be submitted electronically. Total points earned on the assignments and exams will be calculated against the total possible points.

Grading Scale

Final course grades will be assigned based upon the following scale or percentage equivalent for letter grades. Students must receive at least a D- to pass the course.

Your grade will be determined by the following percentages. Your grade will not be rounded up at the end of the semester. For example, a 93.5% is an A- and will not get rounded up to an A.

Grading Scale	
A	100–95%
A–	94–90%
B+	89–85%
B	84–80%
B–	79–75%
C+	74–70%
C	69–65%
C–	64–60%
D+	59–55%
D	54–50%
D–	49–45%
E (fail)	44–0%

Inappropriate Use of Course Content

All course materials (e.g., outlines, handouts, syllabi, exams, quizzes, media, lecture content, audio and video recordings, etc.) are proprietary. Students are prohibited from posting or selling any such course materials without the express written permission of BYU Independent Study. To do so is a violation of the Brigham Young University Honor Code.

University Policies

Honor Code

In keeping with the principles of the BYU Honor Code, students are expected to be honest in all of their academic work. Academic honesty means, most fundamentally, that any work you present as your own must in fact be your own work and not that of another. Violations of this principle may result in a failing grade in the course and additional disciplinary action by the university. Students are also expected to adhere to the Dress and

Grooming Standards. Adherence demonstrates respect for yourself and others and ensures an effective learning and working environment. It is the university's expectation, and my own expectation in class, that each student will abide by all Honor Code standards. Please call the Honor Code Office at 422-2847 if you have questions about those standards.

Sexual Harassment

Title IX of the Education Amendments of 1972 prohibits sex discrimination against any participant in an educational program or activity that receives federal funds. The act is intended to eliminate sex discrimination in education and pertains to admissions, academic and athletic programs, and university-sponsored activities. Title IX also prohibits sexual harassment of students by university employees, other students, and visitors to campus. If you encounter sexual harassment or gender-based discrimination, please talk to your professor or contact one of the following: the Title IX Coordinator at 801-422-2130; the Honor Code Office at 801-422-2847; the Equal Employment Office at 801-422-5895; or Ethics Point at <http://www.ethicspoint.com> (<http://www.ethicspoint.com>), or 1-888-238-1062 (24-hours).

Student Disability

Brigham Young University is committed to providing a working and learning atmosphere that reasonably accommodates qualified persons with disabilities. If you have any disability which may impair your ability to complete this course successfully, please contact the University Accessibility Center (UAC), 2170 WSC or 422-2767. Reasonable academic accommodations are reviewed for all students who have qualified, documented disabilities. The UAC can also assess students for learning, attention, and emotional concerns. Services are coordinated with the student and instructor by the UAC. If you need assistance or if you feel you have been unlawfully discriminated against on the basis of disability, you may seek resolution through established grievance policy and procedures by contacting the Equal Employment Office at 422-5895, D-285 ASB.

Plagiarism

Intentional plagiarism is a form of intellectual theft that violates widely recognized principles of academic integrity as well as the Honor Code. Such plagiarism may subject the student to appropriate disciplinary action administered through the university Honor Code Office, in addition to academic sanctions that may be applied by an instructor. Inadvertent

plagiarism, which may not be a violation of the Honor Code, is nevertheless a form of intellectual carelessness that is unacceptable in the academic community. Plagiarism of any kind is completely contrary to the established practices of higher education where all members of the university are expected to acknowledge the original intellectual work of others that is included in their own work. In some cases, plagiarism may also involve violations of copyright law. Intentional Plagiarism-Intentional plagiarism is the deliberate act of representing the words, ideas, or data of another as one's own without providing proper attribution to the author through quotation, reference, or footnote. Inadvertent Plagiarism-Inadvertent plagiarism involves the inappropriate, but non-deliberate, use of another's words, ideas, or data without proper attribution. Inadvertent plagiarism usually results from an ignorant failure to follow established rules for documenting sources or from simply not being sufficiently careful in research and writing. Although not a violation of the Honor Code, inadvertent plagiarism is a form of academic misconduct for which an instructor can impose appropriate academic sanctions. Students who are in doubt as to whether they are providing proper attribution have the responsibility to consult with their instructor and obtain guidance.

Examples of plagiarism include:

Direct Plagiarism-The verbatim copying of an original source without acknowledging the source.

Paraphrased Plagiarism-The paraphrasing, without acknowledgement, of ideas from another that the reader might mistake for the author's own.

Plagiarism Mosaic-The borrowing of words, ideas, or data from an original source and blending this original material with one's own without acknowledging the source.

Insufficient Acknowledgement-The partial or incomplete attribution of words, ideas, or data from an original source.

Plagiarism may occur with respect to unpublished as well as published material. Copying another student's work and submitting it as one's own individual work without proper attribution is a serious form of plagiarism.