

Name: _____

Communicating Through Media/Mass Communication

COMM 4941

Fairleigh Dickinson University—Florham Park/Madison

Maxwell Becton College of the Arts and Sciences

Department of Communication Studies

Spring 2024

Fully online and asynchronous

Contact information:

Prof. Christine Foster

Email: ckfoster@fd.edu

Office hours: See Blackboard “Faculty Information”

Office location: ZEN-119 (*remote office hours via Zoom only, however*)

Office phone: 973-443-8463

Best means to contact me: use the email tool on WebCampus/Blackboard. This method automatically includes course name in subject line (and your name).

Course Description

This course provides an opportunity to gain professional experience and develop skills in presenting yourself professionally. The major assignments (the concept paper and the portfolio) provide different ways to demonstrate your mastery of communication theory and your ability to analyze communication processes in professional settings.

Course Materials

No text required.

Software – for this course you need the following software:

- *Microsoft Word and PowerPoint, possibly Excel* (available to you for free from FDU through Office 365 – PCs and Macs).
- *Adobe Reader* – or some other software that allows you to read PDF files.
- Access to the Internet – we will utilize WebCampus/Blackboard (BB) for this course, and you should plan to access it a minimum of three to four weeks.
- Access to Zoom for appointments

Core Course Competencies (learning outcomes)

To successfully complete this course, at the end of the semester you will be able to:

1. Identify communication concepts in your internship worksites.
2. Explain precisely the communication concepts you identify.
3. Demonstrate a deeper understanding of the communication processes experienced at your internship site.

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Communication

We will use our FDU email for our email communication, and **it is best of you begin this process via the Blackboard tool**. If your email isn't working, please contact the FDUTAC folks to get this fixed immediately. Emails from providers like Hotmail will end up in the Junk folder and will be missed.

You may generally expect a response to an email within 24 hours on workdays (Monday-Thursday) until 7 pm. Emails sent Saturday afternoon through Sunday evening will receive answers Monday morning. Large assignments will be graded within a week, the project within two weeks, DBs within one week of closing, and online quizzes immediately upon finishing.

***** I do NOT open email attachments sent through email. Submit all work on Blackboard.**

Please be sure to read and observe the Netiquette rules for professional communication on Blackboard.

Technology

Since we will be web-enhancing our course using WebCampus/Blackboard (BB), you must have access to and check into BB several times each week. You must also be able to use the following BB functions at minimum:

"Announcements"	Blackboard's email tool
"Assignments"	Learning modules
Opening and downloading PDF files	SafeAssign
"Discussion Boards"	Opening URLs (web links) on Blackboard

In addition, we will use Zoom for appointments.

Course Expectations

While you have total privacy related to health issues, if you or someone in your family contracts COVID-19 or RSV, for example, please consider emailing me so that we can plan how to help you complete the work.

Assignments and late work

Please remember this: this is not a video game, and you are not an avatar. There are no "do-overs" in this course. Every assignment is an assessment of your skills and a chance to practice new learning. You will not be permitted to re-do an assignment for a higher grade. *Do it right the first time -- that is the grade that will stand.* Do feel free to talk to me so that we can help you do a better job in the future.

Prompt work assures you of the highest possible grade for your work. Work that is handed in late – if accepted – may lose up to half of the possible points and will not receive feedback, which means you lose the opportunity to improve.

Academic Honesty

Presenting anyone else's ideas, including another student's, as your own constitutes academic dishonesty; this includes *both direct and indirect quotes*. Students are expected to present ideas and materials with all sources appropriately cited and with a reference page according to APA. Any students plagiarizing materials risk failing this course and will be reported according to university standards. ***This***

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policy is strictly enforced. Read the [FDU Academic Integrity Policy](#) carefully. If you are unsure, please ask.

If you got any material from any source besides your own head and personal knowledge, you must include in-text citations and a reference page attached to every assignment submitted.

Grading

- Weekly discussion boards – 20%
- Midpoint and Final Evaluations are 10% **each**
- Portfolio – 25%
- Mock interview – 5%
- Concept Papers – 30%

Students with less than a C at midsemester must attend a mandatory office hour session.

You must achieve the following minimum points for the final course grade listed:

	A = 930	A- = 900
B+ = 870	B = 830	B- = 800
C+ = 770	C = 730	C- = 700
D = 650		

Less than 650 points is not passing and results in an earned F.

Internship Plan

The Internship Plan must be approved by me prior to your beginning the internship. This ensures that your internship will meet the course requirements and that you will be able to earn credit for the internship. As well, many employers wish to have this assurance before beginning the internship. If you do not have an approved Internship Plan by **5-February** (last day to drop/add), you should seriously consider dropping the course because you may not have enough time to complete the required 150 hours before the end of the semester.

Mid-point Evaluation (Progress Report)

It is **your** responsibility to make sure that this evaluation/progress report is completed after your first 75 hours and is forwarded to me. The purpose of this evaluation/progress report is to make clear any issues with your performance that may be affecting your success in the internship. This evaluation/progress report is worth 10% of the final grade. The mid-point evaluation is **due by Week 9**. Turning it in late will result in a reduction in points.

Final Evaluation Report

This report must be completed and forwarded to Dr. Dunsmore upon completion of your 150 hours. Once again, it is **your** responsibility to ensure this is completed in a timely fashion. It is worth 10% of the final grade. The final evaluation is **due by Week 15**. Turning it in late will result in a reduction in points. Please note that failure to complete 150 hours of internship work by the end of the semester will result in a failing grade for the course.

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Weekly discussion board

Most weeks a discussion board will be posted for you to respond to. The questions will ask you to reflect on different aspects of your internship, the process of developing a professional persona, and how course concepts characterize elements of the professional setting. In addition, you will respond to posts of fellow students. The posts and discussion responses will together be 20% of the final grade. No posts will be accepted late.

Concept papers

There are two short concept papers. Together they are worth 30% of the final grade. Instructions are posted under Course Documents. It is distinctly to your advantage to read these instructions carefully and follow them in preparing the concept papers. Grading will be based on the assumption that you have closely read and followed the guidelines. The concept papers reflect your ability to recognize communication concepts in the interactions in a professional setting. To demonstrate this ability, you will explain communication concepts using examples from your internship experience. Paper scores will be reduced 5% for each day late.

Portfolio

The portfolio is worth 25% of the final grade. The portfolio is a visually rich representation of your accomplishments in the internship. In completing the portfolio, you will be demonstrating your mastery of communication theory by creatively using codes, developing a compelling narrative and argument, and maintaining professional standards of presentation.

The portfolio is due Week 15. It is uploaded through SafeAssign. The score for the portfolio will be reduced 5% for each day late. I will review the portfolio and provide feedback in the grading center.

Mock Job Interview

Mock job interviews will be conducted via Zoom by appointment beginning Week 12. The interview is worth 5% of the final grade.

Additional information

- **No work with be accepted for grading via email. Absolutely no exceptions.**
- Assignments are graded not only on content, but also on correct grammar, mechanics (for example, punctuation), spelling, usage and style (always check the rubrics). *Get thee to the Writing Center!* It's free and will raise your grades. Anyone can learn to write (ahem...communicate via the written word) clearly. My daughters tell me to remind you that I have also taught writing. 😊

Reminder: the grade showing in Blackboard is **not** always your course grade, which might be higher or lower. Check mid-semester grades on Self-Service.

All grade discussions and disputes must be conducted in person via Zoom, not via email. You may email me for an appointment. Have all your returned, graded work; I will have any tests and/or papers I have retained, plus the breakdown of your grade. We will then go over your work together in depth so that you are clear about why you received the grade you received. We will adjust your grade as needed.

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Special course accommodations

“Students with documented medical, psychological, or learning disabilities, who feel they may need in-class academic adjustments, reasonable modifications, and/or auxiliary aids and services while taking this course, should first contact the Disability Support Services (DSS) to discuss their specific needs. At the Florham Campus, including the School of Pharmacy & Health Sciences and study abroad programs, contact the Director of Disability Support Services at 973–443–8079. At the Metropolitan Campus, online and off-campus programs, contact the Director of Disability Support Services at 201–692–2078. For Vancouver Campus, contact the Deputy Campus Executive at 604–648–4463. Once the academic adjustments, modifications, or auxiliary aids and services are approved by DSS, make an appointment to see the professor.”

If you need additional universal design adaptations or accommodations because of a documented disability, have a medical condition you wish to share with me, or would need assistance in the event of a building evacuation, please see me after class today (I’m a former EMT). Thank you.

Statement on Sexual and Gender Identity

All students, regardless of their sexuality and gender identity, are welcome at FDU and in this class. Campus resources for the LGBTQ+ community include the student LGBTQ+ organization on campus, Accepting and Understand the Rights of All (AURA, fduaaura@gmail.com); AURA's faculty advisor, Prof. John Schiemann (jws@fdu.edu); and the FDU Safe Space Program, run by Conor Leary, Campus Life (clearly2@fdu.edu)."

Remember, I do not “give” you grades – you show me what grade you want!

Some useful links and phone numbers

A recent American College Health Survey found stress, sleep problems, anxiety, depression, interpersonal concerns, death of a significant other and alcohol use among the top ten health impediments to academic performance. Students experiencing personal problems or situational crises during the semester are encouraged to contact Student Counseling and Psychological Services (201 692-2174) for assistance, support, and advocacy. This service is free and confidential.

Counseling Center/Florham:

<https://www.fdu.edu/campuses/florham-campus/student-services/counseling-services/>

New Appointments and non-urgent messages for SCAPS staff: 973-443-8504

National Suicide Prevention Lifeline 1-800-273-TALK (8255) or dial 988

Academic Support Center/Florham, which includes The Writing Center:

<https://www.fdu.edu/campuses/florham-campus/student-services/academic-support-center/>

How to help a friend in distress:

<https://www.fdu.edu/campuses/florham-campus/student-services/counseling-services/friend-in-distress/>

Or call the suicide hotline to find out how to help: dial 988