Final  

COMM 4602 - Mass Media and Society

Reporting Period  
2016-2017

Course Description
Critically explores mass media’s effect and influence on society through an examination of communication theories, concepts, and principles.

Program Outcomes/Goals

POG1  Broad Knowledge of Communication
The communication major produces graduates who have broad knowledge of interpersonal, rhetorical, and mass communication.

Student Learning Outcomes

SLO1  Application of theories, principles, & concepts
Application of theories, principles, & concepts learned regarding how mass media and society intersect in real-life situations.

Supported Initiatives

7  Standards  4  General Education  0  Institutional Priorities  5  Strategic Initiatives

Measures

M1  Class participation
Students’ competence will be measured by their class participation scores on in-class and out-of-class activities/assignments (e.g., discussion points, mini-reflections, peer review workshops).

Methodology

Source of Evidence: Homework assignment - Academic Direct
**Target**
70% of the students will earn 70% or higher on the assessment.

<table>
<thead>
<tr>
<th>Target</th>
<th>Findings</th>
<th>Improvements Achieved from Previous Action Plans</th>
<th>Improvement Type</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>70%</td>
<td>COMM4602-01 was taught face-to-face at Dalton State College in Fall 2016. Of the original 14 students who enrolled, 12 (86%) completed the course. Two (2) students (14%) dropped the course for work/personal reasons. Regarding this measure, 10 of 12 (83%) students earned 70% or above on class participation, and 2 of 12 (17%) earned below 70%. The overall mean score for class participation = 87%.</td>
<td>This is the first time evaluating this course; thus, there is no previous action plan to assess. This measure is functioning well, and no improvements are needed at this time.</td>
<td>:</td>
<td>Exceeded</td>
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</table>

**Analysis of Finding and Evaluation Results**

The target for this learning outcome was met. Students who succeeded on this measure consistently engaged with and completed the various participation assignments, which included submitting discussion points for assigned readings, participating in class discussion of the readings, and serving as peer reviewers for drafts of each other’s research.

Students who did not succeed on this measure routinely failed to complete participation activities, either by missing class on days that assignments were due or not submitting work even though they were in class.

Overall, the class participation activities were successful and I am satisfied with how the activities functioned and the students (who engaged with them) performed.

**Supported Initiatives**

7 Standards 3 General Education 0 Institutional Priorities 6 Strategic Initiatives

**Measures**

**M1**  
**Conference paper**

Measurement evaluating the content, methods, and research components of a 12 - 15 page conference paper.

**Methodology**

**Source of Evidence: Thesis/project - Academic Direct**

**Target**
70% of the students will score 70% or better on the paper.

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<td>This is the first time evaluating this course; thus, there is no previous action plan to assess. This measure is functioning well, and no major improvements are needed at this time. In future offerings, I may try to start students working on the paper a week or two earlier in the term.</td>
<td>:</td>
<td>Exceeded</td>
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</table>
POG2 Prepares graduates

The communication major prepares graduates for employment in fields requiring interpretive, analytical, research, social, and rhetorical skills and/or for further study at the master's level in appropriate professional and academic disciplines.

Student Learning Outcomes

SLO1 Development of an overall understanding of how society is affected by the mass media

Development of an overall understanding of how society is affected by the mass media

Supported Initiatives

<table>
<thead>
<tr>
<th>Standards</th>
<th>General Education</th>
<th>Institutional Priorities</th>
<th>Strategic Initiatives</th>
</tr>
</thead>
<tbody>
<tr>
<td>7</td>
<td>5</td>
<td>0</td>
<td>5</td>
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</tbody>
</table>

Measures

M1 Literature review

Students' competence will be measured by their scores on a written literature review that cover their chosen mass media research topic.

Methodology

Source of Evidence: Rubric Graded Reflection - Academic Direct

Target

70% of students will 70% or above on the literature review

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<td>This is the first time evaluating this course; thus, there is no previous action plan to assess. This measure is functioning well, and no improvements are needed at this time.</td>
<td>Exceeded</td>
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M2  **Oral presentation**

Students' competence will be measured by their scores on an oral presentation, which will include a presentation aid requirement, highlighting the main findings of their original research.

**Methodology**

**Source of Evidence: Presentation - Academic Direct**

**Target**

70% of students will score 70% or higher on the oral presentation

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<td>This is the first time evaluating this course; thus, there is no previous action plan to assess. This measure is functioning well, and no improvements are needed at this time.</td>
<td>:</td>
<td>Exceeded</td>
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</table>

**Analysis of Finding and Evaluation Results**

The target for this learning outcome was met. Students who succeeded on this measure consistently followed the assignment instructions and amply prepared for their deliveries. This assignment offered all of the students in the class the opportunity to hear in some detail what they and their peers had researched and discovered. We ran the presentations using a conference panel format, including a Q&A session, to simulate how this type of presentation works.

Overall, the oral presentations were very successful and I am highly satisfied with how this functioned and the students performed on it. The students really enjoyed learning about each other’s research and noting where their findings overlapped and expanded upon one another’s. Importantly, this assignment functioned as a dry-run for the two students from the class who will present their findings at the Georgia Communication Association’s annual conference in February 2017.

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**Related Projects**

There are no related projects to this project.

**Project Collaborators**

- Henry Codjoe  
  Author
- Mary Nielsen  
  Author
- Regina Ray  
  Author
- Tami Tomasello  
  Author
- Dr. Barbara Tucker  
  Author
- Lori Rich  
  Author
Outstanding job, Tami.