

Final **COMM 4602 - Mass Media and Society**

Reporting Period

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**2016-2017**

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**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.

Target	Findings	Improvements Achieved from Previous Action Plans	Improvement Type	Status
70%	<p>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%.</p>	<p>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.</p>		Exceeded

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.

SLO2 Original Scholarly paper

Demonstration through the production of an original scholarly paper an understanding of how mass media influence society

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.

Target	Findings	Improvements Achieved from Previous Action Plans	Improvement Type	Status
70%	<p>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, 12 of 12 (100%) students earned 70% or above on the final original scholarly research paper. The overall mean score for the research paper = 89%.</p>	<p>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.</p>		Exceeded

Target	Findings	Improvements Achieved from Previous Action Plans	Improvement Type	Status
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**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 incorporated my feedback on their drafts into their final submissions. Students who previously under-performed on the literature review took my feedback and grade seriously and worked much more diligently on the final paper.

Overall, the final scholarly paper was very successful and I am highly satisfied with how it functioned and the students performed on it. The students submitted some amazing work for their first effort at conducting and writing original research. In fact, two of the students will present their findings at the Georgia Communication Association's annual conference in February 2017.

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**

7 **Standards**      5 **General Education**      0 **Institutional Priorities**      5 **Strategic Initiatives**

**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

Target	Findings	Improvements Achieved from Previous Action Plans	Improvement Type	Status
70%	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 the literature review, and 2 of 12 (17%) earned below 70%. The overall mean score for the literature review = 84%.	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.	:	Exceeded

**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 incorporated my feedback on their drafts into their final submissions.

Students who did not succeed on this measure routinely failed to follow the assignment instructions and incorporate my feedback on their drafts into their final submissions.

Target	Findings	Improvements Achieved from Previous Action Plans	Improvement Type	Status
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Overall, the literature review was successful and I am satisfied with how it functioned and the students performed on it.

## 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

Target	Findings	Improvements Achieved from Previous Action Plans	Improvement Type	Status
70%	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, 12 of 12 (100%) students earned 70% or above on the oral presentation with accompanying presentation aid. The overall mean score for the oral presentation = 89%.	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.	:	Exceeded

#### 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.

## Related Projects

There are no related projects to this project.


## Project Collaborators


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## Project Attachments

COMM4602\_Literature-Review\_Instructions.pdf

COMM4602\_Calendar\_Fa16.pdf

COMM4602\_Research-presentations\_Instructions.pdf

COMM4602\_Research-paper\_Final\_Instructions.pdf

COMM4602\_Syllabus\_Fa16.pdf

## Comments



**Regina Ray**  
APR 11, 2017

Outstanding job, Tami.

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