

Welcome Students!

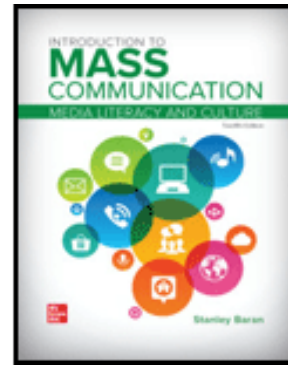
COM 102L 721:

INTRO TO COMMUNICATION

Winter Intersession 2025 | Fully Online

Professor Joanna Huyck

December 14, 2024 – January 17, 2025



By understanding and evaluating the ways in which media convergence is changing the landscape of media today, students are encouraged to think critically about their own roles in society as active media consumers. Through this cultural perspective, students learn that audience members are as much a part of the mass communication process as are the media technologies and industries.

This course is taught **fully online** through Marist's course management system, called Brightspace. This system will provide students 24/7 access to the course materials (syllabus, readings, assignments, etc.), individual grades, and messages. **Login times and dates are asynchronous and flexible, but students must stay on pace with the course. Expect minimum weekly or module login requirements and regular deadlines.** **Note: the course calendar will allow increased flexibility the week of 12/23. Students will be able to manage a mini-holiday break and remain on track with course expectations.**

During the course we will use a mix of interactive lectures and guided online discussions/ analytical writing exercises, research, readings, and audio-visual materials, as appropriate. Assignments may include an individual and/or group project, written formal papers, presentations, and tests. Although training will be provided by Marist, you should have no problem using Brightspace if you know how to use a computer for basic tasks, have experience surfing the web, and know how to download and upload (attach) files.

Required Textbook (pictured above) & Materials:

Baran, Stanley j. Introduction to Mass Communication. **2024 release**

ISBN10: 1266360239 | ISBN13: 9781266360237

The required text is available (or will be soon if it is not now) through the [Marist bookstore](#). You may find a lower price if you rent or buy directly from the [publisher](#). If you obtain the text elsewhere, be sure to search by ISBN number so you obtain the right edition and text release date.

Students will also need reliable internet access and appropriate Internet devices such as a laptop and/or tablet. A laptop or desktop is highly recommended for assignments that require a keyboard. A tablet can prove helpful for online reading and viewing. Assignments will be submitted as Microsoft Office files (Word, PowerPoint, and possibly Excel). Google or Mac iOS files will not be accepted. If you use Google docs and/or Mac iOS software, it will be your responsibility to convert your file to the equivalent Microsoft Office file. PDFs are not encouraged but will be accepted if necessary.

The Brightspace course site will be published (and appear in your list of courses) the day the course begins. Please plan to login to class on the start date (or day after) so you can plan for assignments and deadlines in a timely fashion.

"See" you in class! Joanna Huyck, joanna.huyck@marist.edu