

# COMM 111: Media Literacy

## Shippensburg University, Spring 2025

**Tuesdays and Thursdays, 9:30 – 10:45 a.m., Huber Art Center 311**

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**NOTE:** Adjustments may need to be made to this syllabus and the course schedule. Check the course D2L site and your Ship email account regularly for announcements and updates.

### Student consultation hours

**In-person (Rowland 123):**

**Tuesdays, 11 – 12:30 p.m.**

Schedule an appointment online at

<https://calendly.com/krheim/officehours>

**Virtual (via Zoom):**

**Mondays and Wednesdays: Noon – 2 p.m.**

Schedule an appointment online at

<https://calendly.com/krheim/zoomhours>

Don't hesitate to meet with me whenever you have questions. Sign up for an appointment at the links above. If none of the available times works, please email me, and we can arrange a different time.



ChatGPT/DALL-E 3

### D2L site and email communication

All course assignments and materials will be posted to the course D2L site (<https://d2l.ship.edu>), and all assignments must be submitted to D2L. D2L materials are organized into weekly content modules. **Be sure to consult the D2L site several times per week throughout the semester** for the latest updates and announcements. **In addition to checking the D2L site, please check your Ship email account daily.** I frequently use email to communicate important class information to students. I will contact you at your Ship address (not your Gmail or other address).

When corresponding with me by email, please **use your Ship account and include a subject line.**

**Always mention that the email is regarding COMM 111 (Media Literacy).** Please allow 24 hours for a response or up to 48 hours on a weekend. I am always happy to answer a question, but check the syllabus and the D2L site to see if it can be answered there first.

## Course overview

### Course description

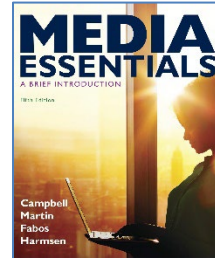
This course explores the structure and functions of the mass media in the United States to help students become more critical media consumers and more responsible, informed citizens. The course introduces

students to the history and operation of various media industries, as well as the mass media's roles, ethical responsibilities and First Amendment protections in a democratic society. Students will examine the mass media's cultural, political and economic influence, including the ways in which they, as media producers and consumers, can use the tools of mass communication to address individual and collective issues. Media Literacy is a General Education course in the Citizenship & Responsibility category. Media Literacy also is a required course for all Communication, Journalism and Media majors and minors. **If you are a CJM major or minor, you must pass this course with at least a C. Students who fail to do so will be required to repeat the course in order to continue in the major or minor.**

### **Required textbook**

*Media Essentials: A Brief Introduction, 5th edition (2020)*. Authors: R. Campbell, C. Martin, B. Fabos & S. Harmsen. Publisher: Bedford/St. Martin's, Boston. ISBN: 978-1319208172.

The book is available from the Ship bookstore and various online booksellers in paperback and e-book form. Be sure to purchase the **5th (most recent) edition**.



### **Course Learning Outcomes (LO) and Shippensburg University Citizenship Desired Outcomes (DO)**

By the conclusion of the course, each student will:

- LO1: Develop a working knowledge of the mass media and its important historical developments.
- LO2: Describe, analyze, interpret and evaluate media creation and execution processes.
- LO3/DO1: Understand how American society protects the civil rights and civil liberties of citizens and the mass media through the First Amendment and other legal provisions.
- LO4/DO2: Understand the effects of mass media upon society, culture and politics, including the ways in which media messages contribute to collective and individual action.
- LO5/DO3: Understand the legal and ethical responsibilities that media professionals and citizens have to each other and to the common good.
- LO6: Identify major technological developments, key people and primary institutions in mass communication.
- LO7: Assess the complex role media economics and media ownership play in shaping media practices and consumption.

### **Professional values and competencies for CJM majors and minors**

The Communication, Journalism and Media Department faculty sets the goal of developing within each student several core professional values and competencies as defined by the Accrediting Council for Education in Journalism and Mass Communication. This course addresses the following competencies:

- Demonstrate an understanding of the multicultural history and role of professionals and institutions in shaping communications.
- Demonstrate culturally proficient communication that empowers those traditionally disenfranchised in society, especially as grounded in race, ethnicity, gender, sexual orientation and ability domestically and globally, across communication and media contexts.
- Apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work.

## Dropping or withdrawing from the course

A student may drop a course within the drop/add period without ramifications to the student's transcript, but after that time frame, a withdrawal from the course will result in a W grade on the transcript. **The last day to add or drop spring courses is Tuesday, Jan. 28. The deadline to withdraw with a W grade is Tuesday, April 1.** More information is available at the [Registrar's site](#).

## How to succeed in COMM 111

- **Attend class regularly.** Four or more unexcused absences will lower your course grade, and eight or more unexcused absences will result in an automatic failing grade (see "Attendance policy" on Page 4). If you need to miss class, consult a classmate and the D2L site to obtain notes and any other materials you missed. Do not ask, "Did I miss anything important?" ANY time you miss class, you are missing something important, and the rest of us are also missing something important — YOU.
- **Participate in class.** Participation means more than just showing up. If nobody talks in class, this will be a very boring semester. Don't be afraid to share your thoughts, insights and questions with the rest of us. Participation will be graded and count toward your overall semester grade (see "Classroom participation" on Page 5 and the participation grading rubric on the final page of the syllabus).
- **Take notes in class.** If you don't take notes, you will find yourself in trouble when it is time to prepare for an exam. Research shows that the act of writing something down makes it easier to learn.
- **Read the textbook.** The "Media Essentials" textbook is very user-friendly, and the reading is not terribly difficult. I strongly encourage you to take notes as you read. The exams will include questions from the chapters, so you need to be familiar with the reading.
- **Don't procrastinate.** The big assignments, including the disinformation/misinformation case study and media history poster, will require careful planning and a significant time commitment. You won't do well on these assignments if you wait until a day or two before they are due to get started.
- **Take advantage of student consultation hours.** I want you to succeed, and I want to do all I can to help you succeed. If you have questions or run into problems, please sign up to meet with me. Don't wait until the final weeks of the semester, when it might be too late to turn things around.
- **Take advantage of the Learning Center.** The Learning Center, located in Mowrey Hall, is the university's primary academic resource center and is free to all Ship students. It is an excellent resource. Peer tutors are available to help you with your writing, and learning specialists can help you improve your study habits or overcome learning barriers.

## Academic dishonesty, plagiarism and use of AI

### Academic dishonesty policy

Students are expected to complete individual and original work for this class. Plagiarism, cheating and other forms of academic dishonesty will not be tolerated and will be handled according to the university's [Academic Dishonesty Policy](#). All instances of academic dishonesty will be reported to the CJM Department chair, the Dean's Office and the Office of Student Affairs. Penalties for violation of the Academic Dishonesty Policy include grade reduction, assignment of a failing grade for the course, suspension and expulsion from the University.

## Use of artificial intelligence (AI)

Generative artificial intelligence, including Large Language Models (LLMs) or chatbots, can be an excellent tool for brainstorming ideas and answering some simple questions. AI models are not search engines or research tools, however, and the information they provide is often fabricated or inaccurate.

**Submitting work in this course containing content that was wholly or partially produced or edited by AI, unless you are explicitly instructed to do so, is a form of academic dishonesty and will be treated as such,** in accordance with the university's Academic Dishonesty Policy. Assignments in this course may be analyzed using multiple AI and plagiarism-detection tools.

## Attendance and classroom etiquette

### Attendance policy

- **Attendance is mandatory**, and students are expected to arrive on time. An attendance sheet will be circulated at the start of class each day. It is your responsibility to sign the sheet. The attendance sheets will serve as the official record of attendance. If you come to class late, after the attendance sheet has circulated, you may be marked absent that day.
- **If you are absent, you are still responsible for material covered in class that day.** Consult a classmate and the D2L site to obtain any assignments you missed. If you have additional questions, email me or meet with me during consultation hours. I do not give “repeat lectures” or provide detailed “here’s what you missed” emails to students who miss class, and I do not distribute copies of class notes.
- **Class will start on time.** Please be on time so you don’t miss anything or disrupt the class. **If you miss an in-class activity because you are late to class, it cannot be made up.**
- **An absence will be excused ONLY** if you (1) notify the instructor of the absence via email **before** class, **AND** (2) provide official written or emailed documentation (e.g., an official signed, dated note from a doctor, coach, lawyer, other instructor, etc.) **on the day you return to class.** If you need to miss multiple classes, it is recommended that you notify the Dean’s Office, which will notify all your instructors of your absences (NOTE: Notifying the Dean’s Office does not automatically excuse an absence. You still must provide appropriate documentation when you return.)
- Vacations, weddings, car repairs and meetings with other professors are **NEVER** excused absences.
- Arriving to class late, leaving class early, sleeping during class or not participating in class activities may count as an unexcused absence for that class period.
- **Students are permitted no more than 3 unexcused absences during the semester.** More than 3 unexcused absences will result in the lowering of your final course grade as follows:
  - **4 or 5 unexcused absences** = final grade lowered by a **half-grade** — for example, from an A- to a B+ or from a C+ to a C. NOTE: Ship does not use C- or D+ grades, so a C would be lowered to a D.
  - **6 or 7 unexcused absences** = final grade lowered by a **full letter grade** — for example, from a B to a C.
  - **8 or more unexcused absences** = student automatically **fails the course (grade of F)**, regardless of his or her performance on exams and assignments.
- **Any unexcused absence during a class period when there is an exam or in-class assignment will result in a score of zero on the exam or assignment.**
- Prolonged or repeated absences will make it difficult to pass this course. In such situations, please meet with me so that we may discuss the situation and consider options such as withdrawal from the course or a leave of absence from the university.

## Classroom etiquette and use of electronic devices

- Inappropriate, rude or disrespectful language or behavior of any kind will not be tolerated. This may include (but is not limited to): talking or not paying attention during a lecture; using inappropriate language; being disrespectful to your instructor or classmates; texting, emailing, listening to music or other use of electronic devices during class; sleeping during class; and tardiness.
- **The use of phones, headphones or earbuds, and other electronic devices in the classroom is not permitted** because the devices will distract you and nearby students, making it difficult to learn and do well in the course. Phones are to be turned off and put away during class.
- **Class lectures, discussions and activities may not be recorded in audio or video format without official written approval from the Office of Accessibility Resources (OAR).**

## Exams, assignments and participation

### Exams (180 points)

You will take **three exams** during the semester, covering the assigned reading, in-class lectures and discussions, plus any movies and audio/video material presented in class. The exams will contain a mix of multiple-choice, true-or-false, short-answer and short-essay questions. A study guide will be provided for each exam at least one week in advance.

### Assignments (180 points)

**In-class syllabus scavenger hunt:** Working in teams in class, you will complete a “scavenger hunt” testing your knowledge of the course syllabus.

**Media usage log:** You will track and evaluate all of your mass-media consumption for one day (from wake-up to bedtime), then reflect on what you learned about how you consume media.

**“All the President’s Men” reflection:** We will watch “All the President’s Men,” a film about Bob Woodward and Carl Bernstein, two legendary *Washington Post* journalists whose investigative reporting uncovered the Watergate scandal. You will answer several short-essay questions, reflecting on the film as it relates to the broader themes of journalistic responsibility, civil liberties, individual and collective action, and citizenship.

**Disinformation/misinformation case study:** Working in teams, you will research a recent example of disinformation or misinformation, analyzing how the false information originated and spread online. Each team will deliver an oral presentation to the class on the case, its impact and the lessons to be learned.

**Media history poster:** You will create a digital poster (using an app such as Canva, PowerPoint or Google Slides) that spotlights the multicultural history and role of media professionals and institutions in shaping mass communication.

### Class participation (40 points)

You are expected to be an active participant in the class and make thoughtful contributions to class discussions. **You will be graded on the quantity and quality of your participation** in three areas: contributions to the classroom discussion, engagement and punctuality. **A participation grading rubric is included on the final page of this syllabus.** NOTE: You will not automatically receive the full participation points simply for showing up to class.

## Assignment submission and deadlines

### Submitting assignments

All assignments must be submitted to the D2L site (not emailed) in Microsoft Word format (\*.doc or \*.docx file) unless I tell you otherwise. Do NOT submit pdf files, Apple Pages files or links. (If you are using a word-processing app such as Apple Pages or Google Docs, there is an option to save the file in Microsoft Word format.) **Always make sure you are submitting the correct file in the proper format.** I may deduct points or reject submissions that are incomplete or in the wrong format. Submitting the wrong file, a blank file, an unreadable file or a corrupt file may result in a score of zero.

### Meeting deadlines

It is your responsibility to make sure that you are completing all work and meeting deadlines. **If you run into problems affecting your progress in the course, let's chat.** Please email me or meet with me during office hours so we can discuss the situation to ensure that you succeed in the course.

All assignments must be properly submitted on time to receive credit. **Late assignments will be penalized with a 10% deduction in points (approximately one full letter grade) for each day past the deadline** unless appropriate arrangements were made and approved at least 24 hours in advance. **Assignments submitted more than a week after the deadline will not be accepted. NOTE: There is no grace period.** The late-assignment penalty takes effect immediately after the deadline has passed, and a partial day counts as a day. For example, if an assignment is due at 11:59 p.m. on a Monday, submitting the assignment one hour later at 1 a.m. Tuesday would count as one day late, leading to a 10% deduction. Submitting it at 1 a.m. Wednesday would count as two days late, leading to a 20% deduction.

### Keeping copies of assignments and emails

Keep an electronic copy of all assignments and course-related email messages. Do not delete any course-related files or emails until you receive your final grade at the end of the term. If there are questions about assignments, you may be asked to produce the original emails and files.

## Grading

### Point system

A total of **400 points** are available during the semester, broken down as follows:

Three exams (60 points each)	180 points
Syllabus scavenger hunt	10 points
Media usage log	20 points
"All the President's Men" reflection	50 points
Disinformation/misinformation case study	40 points
Media history poster	60 points
Participation	40 points
<b>TOTAL</b>	<b>400 points</b>

Point totals at the end of the semester will be converted to letter grades using a percentage-based scale:

Point Total	Grade
372 – 400 (93%)	A
360 – 371.5 (90%)	A-
348 – 359.5 (87%)	B+
332 – 347.5 (83%)	B

Point Total	Grade
320 – 331.5 (80%)	B-
300 – 319.5 (75%)	C+
280 – 299.5 (70%)	C
240 – 279.5 (60%)	D

Point Total	Grade
0 – 239.5	F

**Reminder: More than three unexcused absences during the semester will result in the lowering of your final course grade (see “Attendance policy” above for details). Eight or more unexcused absences during the semester will result in an automatic failing grade in the course. Incompletes will be issued only in emergency situations as defined in the university catalog.**

Grades will be recorded on the course D2L site. It is your responsibility to monitor your grades. Questions regarding grades should be raised when an assignment is returned, not at the end of the semester.

### Extra credit

Generally, I do not provide extra-credit work. However, some extra-credit opportunities may appear by surprise during the semester. For example, one of the questions in the syllabus scavenger hunt might give you the opportunity to earn 2 extra-credit points if you know the magic word “incredible.”

## Technology

I am happy to answer any questions regarding course content and assignments, but technical questions should be addressed to people who are much more knowledgeable about the technology:

### General information

More information about technology resources at Ship is available [at this site](#).

### D2L assistance

If you need technical assistance with the D2L system, contact the SU Student Helpdesk at (717) 477-HELP (x4357) or [helpdesk@ship.edu](mailto:helpdesk@ship.edu). You may also call the D2L 24/7 Help Desk at 1-877-325-7778. More information about D2L, including tutorials, is available at the [at this site](#).

### Microsoft Office

Microsoft Office (including Word and PowerPoint) is available to download and install for free to all Ship students. Instructions are [at this site](#).

### Computer labs

The CJM Department has labs with Mac desktop computers available for your use in Rowland 202 and 206. The hours when the labs are available are posted on the door of each lab. In addition, the university offers four public computer labs available to all students, faculty and staff in Math & Computing Technologies Center 054, Grove Hall 106/108, Shippen Hall 240 and Lehman Library 112. More information about the university’s public computer labs is available [at this site](#).

## Tentative course schedule

This schedule is subject to change. The timeline may need to be adjusted due to inclement weather or other unforeseen circumstances. Changes will be announced via email or D2L. NOTE: This is an abbreviated schedule. Please see each week's module (on the D2L course site under "Content") for due dates and the full list of assignments and materials for the week.

We will not meet in person for class sessions marked as **online asynchronous**. However, you will be required to complete work online in place of class on those days. Failure to complete this work by the deadline will be treated as an unexcused absence for the day. Check your email and the course D2L site on the morning of an online asynchronous class for details and instructions.

PowerPoints from class will be posted to a special "Class PowerPoints" folder in the course D2L site under Content. PowerPoints will not be posted until **after** class (usually, within 24 hours). Not everything you need to know will be on the PowerPoints, however, and the posted PowerPoints are not a substitute for taking good notes in class.

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### WEEK 1 (Jan. 21, 23)

#### Introduction to Media Literacy

- **READING for Thursday, Jan. 23:**
    - Chapter 1 (Mass Communication: A Critical Approach): whole chapter (NOTE: This chapter has been posted as a pdf file to the weekly D2L module in case you have not yet purchased the textbook.)
  - **ASSIGNMENTS:**
    - Online course contract – complete on D2L (under "Quizzes") and submit by the end of the day (11:59 p.m.) Wednesday, Jan. 29
    - Media usage log – due by the end of the day (11:59 p.m.) Wednesday, Feb. 5
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### WEEK 2 (Jan. 28, 30)

#### Media influence: Theories and effects

- **READING for Tuesday, Jan. 28:**
    - Chapter 15: pp. 438-446 (the section on "Research on Media Effects") (NOTE: These pages have been posted as a pdf file to the weekly D2L module in case you have not yet purchased the textbook.)
  - **DUE: Online course contract (on D2L under "Quizzes") – submit by end of the day (11:59 p.m.) Wednesday, Jan. 29**
  - **DUE: Syllabus scavenger hunt (graded, in-class activity on Thursday, Jan. 30)**
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### **WEEK 3 (Feb. 4, 6)**

#### **Media ownership and economics**

- **READING for Tuesday, Feb. 4:**
    - Chapter 14 (Media Economics and the Global Marketplace): whole chapter
  - **DUE: Media usage log – by end of the day (11:59 p.m.) Wednesday, Feb. 5**
  - **Online asynchronous class on Thursday, Feb. 6**
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### **WEEK 4 (Feb. 11, 13)**

#### **Media technology: The Internet, social media and AI**

- **READING for Tuesday, Feb. 11:**
    - Chapter 9 (The Internet and New Technologies: The Media Converge): pp. 253-274 (start at beginning of chapter; stop at “Security and Appropriateness on the Internet”)
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### **WEEK 5 (Feb. 18, 20)**

#### **Media law and freedom of expression**

- **EXAM 1: In class on Tuesday, Feb. 18 (covers all material from Weeks 1-4: Intro. to Media Literacy, media theories and effects, media ownership and economics, and Internet and technology)**
  - **READING for Thursday, Feb. 20:**
    - Chapter 13 (Legal Controls and Freedom of Expression): pp. 373-388 (start at beginning of chapter; stop at “Film and the First Amendment”)
  - **Online asynchronous class on Thursday, Feb. 20**
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### **WEEK 6 (Feb. 25, 27)**

#### **Journalism and news literacy**

- **READING for Tuesday, Feb. 25:**
    - Chapter 3 (Newspapers to Digital Frontiers: Journalism’s Journey): pp. 57-81 (start at beginning of chapter; stop at “The Economics of Journalism in the Twenty-First Century”)
  - **Online asynchronous class on Thursday, Feb. 27**
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## WEEK 7 (March 4, 6)

### **"All the President's Men"**

- Watch and discuss movie in class
  - **ASSIGNMENT:** "All the President's Men" reflection – due by end of the day Wed., March 19
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## SPRING BREAK (Week of March 10-14)

NO CLASSES 😊🏖️

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## WEEK 8 (March 18, 20)

### **Public relations**

- **READING for Tuesday, March 18:**
    - Chapter 12 (Public Relations and Framing the Message): whole chapter
  - **DUE: "All the President's Men" reflection – by end of the day (11:59 p.m.) Wednesday, March 19**
  - **Online asynchronous class on Thursday, March 20**
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## WEEK 9 (March 25, 27)

### **Disinformation and fact-checking**

- **READING for Tuesday, March 25:**
    - Amanda Hetler, "11 Ways to Spot Disinformation on Social Media," *TechTarget*, Jan. 7, 2025 ([link](#))
  - **ASSIGNMENTS:**
    - Disinformation/misinformation case study – due by end of the day Wednesday, April 16
    - Media history poster – due by end of the day Wednesday, April 30
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## WEEK 10 (April 1, 3)

- **CJM DAY ON TUESDAY, APRIL 1**
  - **EXAM 2: In class on Thursday, April 3 (covers all material since last exam: freedom of expression and media law, journalism and news literacy, "All the President's Men," public relations, disinformation and fact-checking)**
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## WEEK 11 (April 8, 10)

### Advertising

- **READING for Tuesday, April 8:**
    - Chapter 11 (Advertising and Commercial Culture): pp. 329-343 (start at “Persuasive Techniques in Contemporary Advertising” and continue through the end of the chapter)
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## WEEK 12 (April 15, 17)

### Radio

- **READING for Tuesday, April 15:**
    - Chapter 6 (Popular Radio and the Origins of Broadcasting): pp. 157-179 (start at beginning of chapter; stop at “The Economics of Commercial Radio”)
  - **DUE: Disinformation/misinformation case study – by end of day (11:59 p.m.) Wednesday, April 16**
  - **Disinformation/misinformation case study presentations in class on Thursday, April 17**
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## WEEK 13 (April 22, 24)

### Television

- **READING for Tuesday, April 22:**
    - Chapter 8 (Television, Cable, and Specialization in Visual Culture): pp. 219-242 (start at beginning; stop at “The Economics of Television, Cable, and Streaming Video”)
  - **Disinformation/misinformation case study presentations (cont.) in class on Tuesday, April 22**
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## WEEK 14 (April 29, May 1)

### Music and sound recording; course wrap-up

- **READING for Tuesday, April 29:**
    - Chapter 5 (Sound Recording and Popular Music): pp. 125-134 AND pp. 146-153 (the whole chapter EXCEPT for the sections “U.S. Popular Music and the Rise of Rock” and “The Evolution of Pop Music”)
  - **DUE: Media history poster – by end of day (11:59 p.m.) Wednesday, April 30**
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## FINALS WEEK (May 5-9)

- **EXAM 3: Date and time to be announced (covers all material since last exam: advertising, radio, television, music and sound recording)**

## University resources and policies

### Academic success resources

**The Learning Center:** If you feel you need extra help to improve your academic performance in this course or in any of your other courses, please consider making an appointment with a tutor or learning specialist in the Learning Center. The Learning Center is located in Mowrey Hall and can be reached at (717) 477-1420. More information is available at the [Learning Center's website](#).

**The College of Arts & Sciences Advising Center (CASA):** Located in DHC 216, CASA is a walk-in office that offers several types of academic support, from advice and help on time management, test anxiety and study skills to discussions about what major might be right for you. Email [casa@ship.edu](mailto:casa@ship.edu) or call (717) 477-1150 to set up a time to meet with a success coach or faculty adviser.

### Accessibility resources

Shippensburg University is committed to providing equal opportunity for participation in all programs, services and activities. The University welcomes all students with disabilities into all of the University's educational programs and strives to make all learning experiences as accessible as possible. Any student who feels they may need an accommodation based on the impact of a disability should contact the Office of Accessibility Resources (OAR) to discuss specific needs. OAR is located in Mowrey Hall 252 and can be reached by phone at (717) 477-1364 or via email at [oar@ship.edu](mailto:oar@ship.edu).

### Student support resources

More information about the support services that Ship offers to students, including academic support, professional support, physical health, mental health and spiritual health resources, can be found [here](#).

### Title IX - Commitment to a safe learning environment

Shippensburg University of Pennsylvania and its faculty are committed to assuring a safe and productive educational environment for all students. To comply with the requirements of Title IX of the Education Amendments of 1972 based on the 2020 Regulations and the university's commitment to offering supportive measures in accordance with the 2020 regulations issued under Title IX, Shippensburg University requires faculty members to report incidents of sexual violence shared by students to the university's Title IX Coordinator, Dr. John Burnett ([JABurnett@ship.edu](mailto:JABurnett@ship.edu)), or [Title9@ship.edu](mailto:Title9@ship.edu). The only exceptions to the faculty member's reporting obligation are when incidents of sexual violence are communicated by a student during a classroom discussion, in a writing assignment for a class, or as part of a university-approved research project. Faculty members are obligated to report sexual violence or any other abuse of a student who was, or is, a child (a person under 18 years of age) when the abuse allegedly occurred to the person designated in the university's Protection and Supervision of Minors on Campus Policy. Information regarding the reporting of sexual violence and the resources that are available to victims of sexual violence are available on the Office of Human Resources website:

[https://www.ship.edu/about/offices/hr/title\\_ix\\_statement/](https://www.ship.edu/about/offices/hr/title_ix_statement/)

Link for the online reporting form: (This is for reporting an issue, not making a formal complaint)

[https://cm.maxient.com/reportingform.php?ShippensburgUniv&layout\\_id=3](https://cm.maxient.com/reportingform.php?ShippensburgUniv&layout_id=3)

Link for the Formal Complaint form:

[https://cm.maxient.com/reportingform.php?ShippensburgUniv&layout\\_id=21](https://cm.maxient.com/reportingform.php?ShippensburgUniv&layout_id=21)

Link for campus resources:

[https://www.ship.edu/about/offices/hr/title\\_ix\\_statement/resources/](https://www.ship.edu/about/offices/hr/title_ix_statement/resources/)

## COMM 111: Media Literacy Participation Grading Rubric

Participation in this course requires more than being physically present. Come to class on time. Be prepared to discuss the assigned reading and share any questions, thoughts or observations related to the day's discussion. Always give your classmates and the professor your undivided attention. Your participation will be graded at the end of the semester using the following criteria:

	<b>Exemplary</b>	<b>Satisfactory</b>	<b>Poor</b>	<b>Unacceptable</b>
<b>Contributions to classroom discussion</b>	Regularly makes substantive contributions to the classroom discussion without prompting. <b>20 points</b>	Occasionally makes substantive contributions to the classroom discussion without prompting. <b>16 points</b>	Makes substantive contributions to the classroom discussion, but only when prompted. <b>12 points</b>	Does not make substantive contributions to the classroom discussion, even when prompted. <b>8 points</b>
<b>Engagement</b>	Always attentive and fully engaged in class activities. <b>10 points</b>	Sometimes appears distracted or engages in talking, texting or use of electronic devices unrelated to course activities. <b>8 points</b>	Frequently appears distracted or engages in talking, texting or use of electronic devices unrelated to course activities. <b>6 points</b>	Pays little or no attention to class activities. <b>4 points</b>
<b>Punctuality</b>	Always arrives to class on time and leaves on time. <b>10 points</b>	Occasionally arrives to class late or leaves class early. <b>8 points</b>	Frequently arrives to class late or leaves class early. <b>6 points</b>	Rarely arrives to class on time or rarely stays until the end of class. <b>4 points</b>

### POSSIBLE TOTAL POINTS: 40

38-40 = A

36-37 = A-

35 = B+

34 = B

32-33 = B-

30-31 = C+

28-29 = C

24-27 = D

0-24 = F