

Welcome to COM 102-741: Intro to Communication!

Professor: Dr. Yasemin Beykont

Term: Spring I 2026 (8 Weeks, Fully Online) – [January 21 - March 13, 2026]

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Office Hours (In-person or Zoom): Monday, Tuesday, Wednesday 2:00 – 3:00 pm & by appointment

Course Description

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.

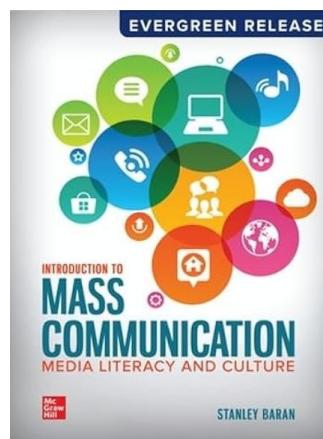
This course is taught fully online through Brightspace. This system will provide students 24/7 access to the course materials (syllabus, readings, assignments, etc.), individual grades, and messages. Login times and dates are asynchronous and flexible, but students must stay on pace with the course. Expect minimum weekly or module login requirements and regular deadlines. 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

Baran, S. (2024 or 2025 Release). *Introduction to mass communication: Media literacy and culture* . New York, NY: McGraw-Hill.

Important note: Students will 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. The Brightspace



course content will be published by the day the course begins. Please plan to login to class on the start date (or day after) so you can plan for assignments/deadlines in a timely fashion.

About the Instructor

Hi everyone! I am Yasemin, but please feel free to call me Yas. I graduated from Bilgi University in Istanbul, Turkey, with two BA degrees in European Studies and Public Relations. Towards the end of my undergraduate degree, I found my passion for meme studies and critical advertising. After I graduated, in 2018, I moved to the US to earn my M.A. in Media Studies at UW-Milwaukee. and Ph.D. in Mass Communication at Penn State. Since Fall 2024, I have been working as the Visiting Assistant Professor of Communication at Marist University; teaching the following courses: Introduction to Communication, Communication Research Methods, Introduction to Public Relations, and Communication Theory. My teaching and research interests include meme studies, critical advertising, political economy of media, and popular culture.



I am looking forward to meeting you all!

-Yas