

## COURSE OUTLINE

### **Mass Communications 101 (C-ID Number: JOUR 100)**

### **Introduction to Mass Communications (C-ID Title: Introduction to Mass Communications)**

#### **Catalog Statement**

MCOMM 101 is a survey course that examines mass communication and its interrelationships with society in the digital age. This introductory course explores the history, institutions, and social impact of mass communication media, including the Internet and social media, print, photography, recordings, film, television, computers, and the role of advertising and public relations. The course includes discussion of theories and effects, economics, technology, law and ethics, global media, media literacy, and social issues, including gender and cultural diversity. Special attention is given to the impact of mass media on how we live and believe as individuals and as a society.

Total Lecture Units: 3.0

Total Laboratory Units: 0.0

**Total Course Units: 3.0**

Total Lecture Hours: 48.0

Total Laboratory Hours: 0.0

Total Laboratory Hours To Be Arranged: 0.0

**Total Faculty Contact Hours: 48.0**

Recommended Preparation: Eligibility for ENGL 101

#### **Course Entry Expectations**

Prior to enrolling in the course, the student should be able to:

- organize and write thesis-based essays;
- use detailed examples, facts, logical explanations, and other appropriate support for thesis statements;
- analyze critically selected works that deal with important contemporary issues;
- summarize, analyze and synthesize information, express and apply standards for judgment, compare and contrast, and evaluate evidence in order to form and state reasoned opinions;
- compile and organize information through library research;
- demonstrate a command of grammar, diction, syntax and mechanics sufficient for English 101 entrance: communicating (both orally and in writing) in standard English, with few major errors in grammar and punctuation.

## **Course Exit Standards**

Upon successful completion of the required coursework, the student will be able to:

- identify major mass media, i.e. Newspaper, Magazine, Motion Picture and Recording Industries;
- compare and contrast the motivations and goals of news media versus entertainment media versus persuasive media (public relations and advertising);
- develop critical thinking skills to analyze the role, power, influence and social effects of mass media;
- analyze the historical development of mass media in the United States;
- examine the ethical responsibilities and restraints of the mass media;
- demonstrate an understanding of the legal responsibilities of the mass media, including libel, invasion of privacy, obscenity, copyright and freedom of information;
- evaluate global media trends.

## **Course Content**

**Total Faculty Contact Hours = 48.0**

Communication: Mass and Other Forms **(3 hours)**  
Perspectives on Mass Communication **(3 hours)**  
Historical and Cultural Context **(4 hours)**  
Structure of the Newspaper Industry **(2 hours)**  
Structure of the Magazine Industry **(2 hours)**  
Structure of the Book Industry **(2 hours)**  
Structure of the Radio Industry **(2 hours)**  
Structure of the Recording Industry **(2 hours)**  
Structure of the Television Industry **(3 hours)**  
Structure of the Motion Picture Industry **(3 hours)**  
Internet, Interactive and Social Media **(3 hours)**  
Newsgathering and Reporting **(3 hours)**  
Structure of the Public Relations Industry **(2 hours)**  
Structure of the Advertising Industry **(3 hours)**  
Media Law **(3 hours)**  
Media Ethics **(3 hours)**  
Comparative International Media Systems **(2 hours)**  
Role, Power, Influence and Social Effects of Mass Media **(3 hours)**

## **Methods of Instruction**

The following methods of instruction may be used in this course:

- classroom lecture and discussion;
- educational technologies including Internet, classroom clickers, a class blog and other electronic presentation;
- collaborative group work;
- optional, extra-credit field trips.

### **Out of Class Assignments**

The following out of class assignments may be used in this course:

- practice quizzes;
- worksheets;
- media diaries;
- reading assignments in the textbook and other articles;
- a research paper requiring critical thinking and analysis of current media trends that fall within the parameters of the course content and support the exit standards (e.g. the Internet's role in the erosion of personal privacy at the hands of government, media companies, advertisers and others).

### **Methods of Evaluation**

The following methods of evaluation may be used in this course:

- quizzes that are a combination of multiple choice and short-essay questions;
- a mid-term examination consisting of multiple choice and essay questions. Emphasis is on analytical essay questions, which demand the ability to synthesize diverse material;
- a final examination consisting of multiple choice and essay questions. Emphasis is on analytical essay questions, which demand the ability to synthesize diverse material;
- substantive written assignments based on media-related field trips or class discussions (e.g. comparing the actual American West with the imagined West at the Autry Museum of Western Heritage).

### **Textbooks**

Dominick, Joseph R. *Dynamics of Mass Communication: Media in Transition*. 12<sup>th</sup> ed. New York: McGraw-Hill, 2013. Print.  
and access to online textbook component.

12<sup>th</sup> Grade Textbook Reading Level          ISBN: 0073526193

Baran, Stanley. *Introduction to Mass Communication: Media Literacy and Culture*. 8<sup>th</sup> ed. New York: McGraw-Hill, 2014. Print.

12<sup>th</sup> Grade Textbook Reading Level          ISBN: 0077507983

### **Student Learning Outcomes**

Upon successful completion of the required coursework, the student will be able to:

- analyze how various mass media reconcile the artistic or informational ideals of each medium with the need to remain economically viable amidst a challenging economic environment and rapid social and technological change;
- recognize, analyze, and critique news, entertainment and persuasive media messages through media literacy skills;
- identify the ways in which mass media are a reflection of popular culture and a shaper of cultural attitudes.