**Course Title:** Introduction to Mass Communication  
**Department:** Humanities  
**Curriculum:** Communication

<table>
<thead>
<tr>
<th>Course Code:</th>
<th>COM*101</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course Type:</td>
<td>L/D</td>
</tr>
</tbody>
</table>

**Prerequisites:**
- C- or better in Integrated Reading and Writing II (ENG*075) OR Introduction to College Reading & Writing (ENG*093) OR Introduction to College English (ENG*096) OR Reading & Writing VI (ESL*162), or placement into Composition (ENG*101) [including embedded ENG*101]

**Elective Type:** G/HU/LAS

<table>
<thead>
<tr>
<th>Credit Hours:</th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Developmental:</td>
<td>No</td>
</tr>
</tbody>
</table>

**Contact Hours:**
- Lecture: 3
- Clinical: 0
- Lab: 0
- Studio: 0
- Other: 0
- TOTAL: 3

**Class Maximum:** 25
**Semesters Offered:** F/S/Su

**Catalog Course Description:** Surveys mass communication and media literacy in today's society by investigating forms of media (print, radio, music, movies, television, and the Internet), the messages of media (news, public relations, advertising, and entertainment), and the ethical, legal, and cultural issues surrounding media.

**Topical Outline:**
1. Mass Media Literacy
2. Channels of Mass Media
   a. Print media: books, magazines, and newspapers
   b. Audio: sound recordings and radio
   c. Moving images: movies and television
   d. The Internet
3. Content of Mass Media
   a. News and journalism
   b. Public relations and advertising
   c. Entertainment
4. Issues of Mass Media
   a. Effects on society
### Course Syllabus

**Introduction to Mass Communication**

<table>
<thead>
<tr>
<th>5. Ethics of Mass Media</th>
</tr>
</thead>
</table>

#### Outcomes:

Describe measurable skills or knowledge that students should be able to demonstrate as evidence that they have mastered the course content.

- **COURSE:**
  1. identify principles and theories of mass communication
  2. analyze how various channels of mass media communication influence message content
  3. utilize critical thinking skills to examine and evaluate how mass media reflects and affects society
  4. analyze how legal, global, and ethical concerns intersect with mass media

- **PROGRAM:** (Numbering reflects Program Outcomes as they appear in the college catalog)

- **GENERAL EDUCATION:** (Numbering reflects General Education Outcomes as they appear in the college catalog)

  3. Ethical Dimensions (embedded) - Students will identify ethical principles that guide individual and collective actions and apply those principles to the analysis of contemporary social and political problems.

    - **Demonstrates:** Identifies and reflects critically on ethical issues presented in classroom instruction or in assigned co-curricular or civic activities and/or professional internships and practica.
    - **Does Not Demonstrate:** Does not sufficiently identify or reflect critically on ethical issues presented in classroom instruction or in assigned co-curricular or civic activities and/or professional internships and practica.

  10. Social Phenomena - Students will develop an increased understanding of the influences that shape a person’s, or group’s attitudes, beliefs, emotions, symbols, and actions, and how these systems of influence are created, maintained, and altered by individual, familial, group, situational or cultural means.

    - **Demonstrates:** Accurately and sufficiently explains factors that influence and shape a person’s or group’s attitudes, beliefs, decisions, and actions.
    - **Does Not Demonstrate:** Inaccurately or insufficiently explains factors that influence and shape a person’s or group’s attitudes, beliefs, decisions, and actions.

#### Evaluation:

List how the above outcomes will be assessed.

- **Assessment will be based on the following criteria:**
  - analysis and evaluation of mass communication in homework and/or essays
  - exams
  - quizzes

#### Instructional Resources:

List library (e.g. books, journals, on-line resources), technological (e.g. Smartboard, software), and other resources (e.g. equipment, supplies, facilities) required and desired to teach this course.

- **Required:** None
- **Desired:** None

#### Textbook(s)

- The Media of Mass Communication, John Vivian
  Allyn & Bacon, ISBN: 0-205-46701-6