

COURSE SYLLABUS

Course Title:	Introduction to Mass Communication	Date submitted:	Spring 2014 (AAC: 14-25)		
Department:	Humanities				
Curriculum:	Communication				
Course Descriptors: Make certain that the course descriptors are consistent with college and Board of Trustees policies, and the current course numbering system.	Course Code: (eg. ACC 101) COM*101	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]			
	Course Type: L/D				
	A: Clinical B: Lab D: Distance Learning I: Individual/Independent L: Lecture N: M: Seminar Internship P: Practicum U: Studio X: Combined Lecture/Lab Y: Combined Lecture/ Clinical/Lab Z: Combined Lecture/Studio		Corequisites: <div style="border: 1px solid black; height: 100px; width: 100%; text-align: center; vertical-align: middle;">None</div>		
	Elective Type: G/HU/LAS	Other Requirements: <div style="border: 1px solid black; height: 40px; width: 100%; text-align: center; vertical-align: middle;">None</div>			
	E: English FA: Fine Arts FL: Foreign Language G: General HI: History HU: Humanities LAS: Liberal Arts & Sciences M: Math S: Science SS: Social Science		Other Requirements: <div style="border: 1px solid black; height: 40px; width: 100%; text-align: center; vertical-align: middle;">None</div>		
	Credit Hours: 3	Other Requirements: <div style="border: 1px solid black; height: 40px; width: 100%; text-align: center; vertical-align: middle;">None</div>			
	Developmental: (yes/no) No				
	Lecture: 3				
	Clinical: 0				
	Lab: 0				
Studio: 0					
Other: 0	Other Requirements: <div style="border: 1px solid black; height: 40px; width: 100%; text-align: center; vertical-align: middle;">None</div>				
TOTAL: 3					
Class Maximum: 25					
Semesters Offered: F/S/Su					
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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: List course content in outline format.	<ol style="list-style-type: none"> 1. Mass Media Literacy 2. Channels of Mass Media <ol style="list-style-type: none"> 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 <ol style="list-style-type: none"> a. News and journalism b. Public relations and advertising c. Entertainment 4. Issues of Mass Media <ol style="list-style-type: none"> a. Effects on society 				

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	<ul style="list-style-type: none"> b. Globalization c. Laws and governance <p>5. Ethics of Mass Media</p>
<p>Outcomes: Describe measurable skills or knowledge that students should be able to demonstrate as evidence that they have mastered the course content.</p>	<p>Upon successful completion of this course, the student will be able to do the following:</p> <p>COURSE:</p> <ol style="list-style-type: none"> 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 <hr/> <p>PROGRAM: <i>(Numbering reflects Program Outcomes as they appear in the college catalog)</i></p> <hr/> <p>GENERAL EDUCATION: <i>(Numbering reflects General Education Outcomes as they appear in the college catalog)</i></p> <ol style="list-style-type: none"> 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. <ul style="list-style-type: none"> 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. <ul style="list-style-type: none"> 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.
<p>Evaluation: List how the above outcomes will be assessed.</p>	<p>Assessment will be based on the following criteria:</p> <p>analysis and evaluation of mass communication in homework and/or essays</p> <p>exams</p> <p>quizzes</p>
<p>Instructional Resources:</p> <p>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.</p>	<p>Required: None</p> <p>Desired: None</p>
<p>Textbook(s)</p>	<p><u>The Media of Mass Communication</u>, John Vivian Allyn & Bacon, ISBN: 0-205-46701-6</p>

