Course Syllabus

Department: Visual & Performing Arts

Date: 10/5/12

I. Course Prefix and Number: COM 202

   Course Name: Introduction to Mass Communication

   Credit Hours and Contact Hours: 3 credits, 3 contacts

Catalog Description including pre- and co-requisites:
This course is designed to orient students to the field of Mass Communication and its impact and influence on their lives. Included is an overview of the field and discussion of the traditional mass media industries (newspapers, magazines, radio, television, movies and music) as well as new and emerging media. Regulations, responsibilities, convergence and the cultural impact of traditional and new media are discussed and evaluated.

II. Course Outcomes and Objectives

Student Learning Outcomes:

The student will, at the end of the course:
1. Describe the history and development of mass media.
2. Describe the various types of media, their characteristics and their purposes.
3. Analyze constraints on the media.
4. Describe the obligations and responsibilities of the media today.
5. Analyze new and emerging technologies and their impact on traditional media, popular culture and themselves.

Relationship to Academic Programs and Curriculum:
This course provides an overview of mass media and serves as a background for advanced media courses that may be required to complete a baccalaureate degree program in communications, journalism, and/or broadcasting. The course is required for A.S. Communication majors and can be used as a Liberal Arts, Humanities or General Elective.

   College Learning Outcomes Addressed by the Course:

- ✗ writing
- ✗ oral communications
- ✗ reading
- ✗ mathematics
- ✗ critical thinking
- ✗ computer literacy
- ✗ ethics/values
- ✗ citizenship
- ✗ global concerns
- ✗ information resources

III. Instructional Materials and Methods
Types of Course Materials:

Textbook(s)

Methods of Instruction (e.g. Lecture, Lab, Seminar …):

Lectures, discussions, audio-visual materials, group assignments, examinations.

IV. Assessment Measures (Summarize how the college and student learning outcomes will be assessed):

Assessment measures
1. Written assignments that require students to apply course content to contemporary media. (writing, reading, critical thinking, information resources, ethics/values, citizenship, global concerns)
2. Group presentations that require students to apply course content to contemporary media. (writing, reading, oral communications, critical thinking, information resources, ethics/values, citizenship, global concerns)
3. Quizzes and a final examination. (writing, reading, critical thinking, ethics/values, citizenship, global concerns)

V. General Outline of Topics Covered:
1. Media Theory and Economics
2. Books and Magazines
3. Newspapers
4. Radio and Recorded Music
5. Film
6. Television
7. Advertising
8. Public Relations
9. Internet
10. Media Ethics
11. New technologies and the Future of Mass Communication