

COM 150 Introduction to Mass Communication

COURSE DESCRIPTION:

Prerequisites: ENG 111

Corequisites: None

This course introduces print and electronic media and the new information technologies in terms of communication theory and as economic, political, and social institutions. Topics include the nature, history, functions, and responsibilities of mass communication industries in a global environment and their role and impact in American society. Upon completion, students should be able to demonstrate awareness of the pervasive nature of mass media and how media operate in an advanced post-industrial society. *This course has been approved for transfer under the CAA as a premajor and/or elective course requirement.* Course Hours per Week: Class, 3. Semester Hours Credit, 3.

LEARNING OUTCOMES:

Students will be able to do the following:

1. Develop an appreciation for the value of media literacy
2. Critically analyze mass media messages
3. Understand social, political, and economic forces that influence message creation (e.g., government regulation, money, bias, media consolidation and globalization)
4. Understand theories of how and to what extent mass media messages effect people
5. Evaluate the similarities or differences in how a particular group, issue or event is portrayed across mass media
6. Learn about the opportunities and challenges presented to content creators by the latest technological trends in mass communication (e.g., social media, tablets)
7. Understand the ethical and legal issues that arise within the major mass media industries as well as the world of advertising and public relations

OUTLINE OF INSTRUCTION:

- I. Introduction to Mass Communication
 - A. Definition and Scope
 - B. Evolution of Mass Media
 - C. Communication Theory
- II. Print Media
 - A. Historical Overview
 - B. Functions and Responsibilities
 - C. Economic and Political Influence
- III. Electronic Media
 - A. Emergence and Evolution
 - B. Social Impact
 - C. Global Perspectives
- IV. Information Technologies
 - A. Introduction to New Technologies
 - B. Role in Communication
 - C. Impact on Society

- V. Mass Communication Industries
 - A. Overview of Industries
 - B. Economic Factors
 - C. Political and Social Dynamics

- VI. Global Environment
 - A. Interconnectedness of Media
 - B. Cultural Impacts
 - C. Globalization and Media

- VII. Role and Impact in American Society
 - A. Influence on Public Opinion
 - B. Social Responsibility
 - C. Media Ethics

- VIII. Pervasive Nature of Mass Media
 - A. Media saturation
 - B. Technological Ubiquity
 - C. Cultural and Social Integration

- IX. Media Operations in Post-Industrial Society
 - A. Advanced Post-Industrial Society
 - B. Technological Advancements
 - C. Societal Implications

REQUIRED TEXTBOOK AND MATERIAL:

The textbook and other instructional material will be determined by the instructor.