



## MASTER COURSE OUTLINE

Prepared By: Barbara Ann Bush, PhD

Date: March 2021

## COURSE TITLE

Introduction to Mass Communications

## GENERAL COURSE INFORMATION

|   |                 |                     |
|---|-----------------|---------------------|
| Dept.: CMST&                            | Course Num: 102 | (Formerly: JOU 150) |
| CIP Code: 09.0102 or 23.1001            | Intent Code: 11 | Program Code: 897   |
| Total Contact Hrs Per Qtr.: 55          |                 |                     |
| Lecture Hrs: 55                         | Lab Hrs: 0      | Other Hrs: 0        |
| Distribution Designation: Humanities HU |                 | Credits: 5          |

## COURSE DESCRIPTION (as it will appear in the catalog)

Intro to Mass Communication is a survey course that examines the history, institutions, and social impact of mass media communication and emerging technologies. Study focuses on critical analysis of the channels of mass media, as well as the media messages produced in advertising, news, and pop culture. The course includes discussion of major theories in the field, including theories on media literacy, agenda setting, media effects, and the role of representation in understanding gender and cultural diversity. Special attention is given to the impact of mass media on individuals and society.

## PREREQUISITES

None

## TEXTBOOK GUIDELINES

Most recent edition of Hanson, Ralph E. *Introduction to Mass Media: Living in a Media World*, Thousand Oaks: Sage Publishing, or Martin, C & Fabo, M& B, *Media & Culture, Mass Communication in a Digital age*, 12<sup>th</sup> Edition (or most recent), or another textbook with departmental approval.

## COURSE LEARNING OUTCOMES

*Upon successful completion of the course, students should be able to demonstrate the following knowledge or skills:*

1. Recognize the role of mass media in their daily lives.
2. Summarize the Sender-Message-Channel-Receiver (SMCR) Communication Model
3. Explain the historical, social and economic role of mass communication in the United States.
4. Demonstrate an understanding of the globalization of mass media.
5. Recognize the connection between freedom of the press and democracy.
6. Demonstrate an increased understanding of the role of media representations in perceptions on diversity
7. Explain the role of commercialization in news media.
8. Evaluate the role of the mass media in the social construction, representation and understanding of difference and social diversity.
9. Evaluate reliable and credible internet sources.

10. Implement oral and written skills to generate media content in a way that demonstrates audience awareness, ethical considerations, properly supported content, and writing consistent with professional and academic standards
11. Analyze the elements of social media and its influence on politics, behavior, and culture
12. Recall major theories of mass communication.

### **INSTITUTIONAL OUTCOMES**

IO1 Students will be able to communicate clearly and effectively.

### **COURSE CONTENT OUTLINE**

Content might include:

1. Study of the historical development and function of mass media in the United States
2. Media law: Freedom of Information Act, the Fairness Doctrine, and Net Neutrality
3. The role of representation in media
4. Developing media content demonstrating audience awareness, and effective oral and written communication skills
5. The difference between broadcast news and cable news
6. Encoding and decoding processes in developing, disseminating, and consuming mass media
7. Production, dissemination and control of mass media content, from multi-national corporations to citizen journalism
8. Media literacy skills
9. The role of social media to social, cultural, and political developments
10. Globalization of mass media
11. Mass media content analysis

### **DEPARTMENTAL GUIDELINES**

PO4 Should be assessed: Students will be able to recognize or articulate personal/interpersonal aspects of, or connections between, diverse cultural, social, or political contexts.

PO5 Should be assessed: Students will be able to solve problems by gathering, interpreting, combining and/or applying information from multiple sources



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**DIVISION CHAIR APPROVAL**

2/24/2021  
**DATE**