

## Master Syllabus

### COM 2201 - Introduction to Mass Communication

**Division:** Liberal Arts, Communication and Social Sciences

**Department:** Communication

**Credit Hour Total:** 3.0

**Lecture Hrs:** 3.0

**Prerequisite(s):** DEV 0035

**Other Prerequisite(s):** OR Other Any other college level English course

**Date Revised:** April 2015

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#### Course Description:

An extensive examination of media theory and social effects. Topics covered include history, practices and functions of the press, television, radio, film, advertising, digital media and public relations. Course investigates mass media's influence on modern society.

#### General Education Outcomes:

- ▣ Written Communication Competency
- ▣ Values/Citizenship/Community Competency
- ▣ Information Literacy Competency
- ▣ Critical Thinking/Problem Solving Competency
- ▣ Computer Literacy Competency
- ▣ Oral Communication Competency

#### Course Outcomes:

##### Career options

Demonstrate understanding of career options and the paths available in a range of media careers as well as tasks required in management, production and distribution of media.

**Assessment Method:** Locally developed exams  
**Performance Criteria:**

70% of items answered correctly

##### Philosophical and ethical issues

Consider the philosophical and ethical issues that arise in mass communication.

**Assessment Method:** Locally developed exams  
**Performance Criteria:**

70% of items answered correctly

##### Government regulations

Demonstrate understanding of the relationship between the government and the media and reasons for governmental regulation of the media in terms of constitutional principles.

**Assessment Method:** Locally developed exams  
**Performance Criteria:**

70% of items answered correctly

##### Global Media Operations

Critique the role of media in contemporary, political and cultural contexts and on a global stage.

**Assessment Method:** Locally developed exams  
**Performance Criteria:**

70% of items answered correctly

**Assessment Method:** Performance appraisals  
**Performance Criteria:**

70% content accuracy

##### Media operations

Explain and evaluate the technological, economic and human factors regarding how all forms of media operate.

**Assessment Method:** Locally developed exams  
**Performance Criteria:**

70% of items answered correctly

**Assessment Method:** Performance appraisals  
**Performance Criteria:**

70% content accuracy

##### Mass Media History

Explain from an historical perspective how mass communication and media technologies evolved.

**Assessment Method:** Locally developed exams

**Performance Criteria:**

70% of items answered correctly

**Assessment Method:** Performance appraisals

**Performance Criteria:**

70% content accuracy

**Audience response**

Describe the relationships between mass media and audience responses.

**Assessment Method:** Locally developed exams

**Performance Criteria:**

70% of items answered correctly

**Assessment Method:** Performance appraisals

**Performance Criteria:**

70% content accuracy

**Mass Communication in Context**

Demonstrate understanding of the relationship between mass Communication and other forms of communication.

**Assessment Method:** Locally developed exams

**Performance Criteria:**

70% of items answered correctly

**Outline:**

Mass Communication

Media Theory

Culture and Mass Communication

Governments and Mass Communication

Media Literacy

Media Effects

Media Ethics

Audience Response

Media and Economics: Conglomeration, Advertising, Public Relations

Media Controls: Legal

Changing Trends in Media

Division of Emphasis, The Print Media: Book Publishing, Newspapers and Magazines

Division of Emphasis, The Broadcast Media: Radio, Television, Cable, Recorded Music and Film.

Division of Emphasis, Digital Media: The Internet and E-Commerce