

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

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

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