

Course Information

Division	Humanities/Social Sciences
Contact Hours	45
Total credits	3

Prerequisite

RDG 090 and ENGL 090 or qualifying scores on accepted placement tests

Course Description

This course is designed to introduce students to the mass media in all its forms, from print to the internet and broadcast to film. It covers media effects, the roles and influence of mass media in society, and the various forms of media messages, from news to entertainment and public relations to media economics. Students are also introduced to key issues in media law, governance and ethics. Students also have the opportunity to visit a newspaper newsroom and radio and TV studios and/or interact with media professionals during in-class visits.

This course is approved as a General Education competency satisfier.

General Education Goal: Social and Cultural Awareness

Competency: Understand the processes that influence human values, thoughts, social systems, and behavior.

Learning Outcome: Students will examine the impact of social factors on personal beliefs, while considering alternatives to the dominant culture's viewpoint.

General Education Learning Objectives

- Recognize the processes by which individuals acquire social knowledge attitudes and beliefs.
- Recognize major influences on social behavior and social systems.
- Demonstrate knowledge of human diversity including characteristics of culture outside of the student's own.
- Demonstrate knowledge of at least one systematic method for obtaining knowledge about social influences according to a recognized social science discipline.

Course Outcomes

In order to evidence success in this course, the students will be able to:

- Identify/recognize the roles and influence of each of the various mass media in society.

Applies to General Education Objectives

- Recognize the processes by which individuals acquire social knowledge attitudes and beliefs.
- Recognize major influences on social behavior and social systems.

- Identify/recognize the concepts of news, public relations and advertising in mass media.

Applies to General Education Objective

- Recognize the processes by which individuals acquire social knowledge attitudes and beliefs.
- Recognize major influences on social behavior and social systems.

Course Outcome Summary

General Education Satisfier Course

COMM 151 Introduction to Mass Media

3. Identify/recognize key mass media issues and trends, including ownership, governance, law and ethics (included are globalization, cultural imperialism and global communication models).

Applies to General Education Objectives

- A. Recognize the processes by which individuals acquire social knowledge attitudes and beliefs.
 - B. Recognize major influences on social behavior and social systems.
 - C. Demonstrate knowledge of human diversity including characteristics of culture outside of the student's own.
 - D. Demonstrate knowledge of at least one systematic method for obtaining knowledge about social influences according to a recognized social science discipline.
4. Identify/recognize the basic operations of newspapers, radio and television stations.

Applies to General Education Objective

- B. Recognize major influences on social behavior and social systems.