# Introduction to Mass Communications

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| **C-ID Number** | JOUR 100 |
| **Discipline** | Journalism |
| **Date Approved** | April 04, 2012 |

## General Course Description

Survey of mass communication and the interrelationships of media with society including history, structure and trends in a digital age. Discussion of theories and effects, economics, technology, law and ethics, global media, media literacy, and social issues, including gender and cultural diversity.

## Minimum Units

3.0

## Any rationale or comments

## Advisories/Recommendations

## Course Content

Mass media structures History of individual media Media issues, economics and trends Societal and cultural relationships with the media Media literacy Media effects Legal issues involving media Global media

## Laboratory Activities

## Course Objectives

At the conclusion of this course, the student should be able to: Evalute the role, power and influence of the mass media Recognize the influence and role of technology in affecting mass media content and the impact it has on society Develop critical thinking skills to analyze media’s influence Identify the major mass media Understand the development/history of the mass media in the United States Describe roles of the mass media in society and society's relationship with the media Define the five freedoms of the first amendment Demonstrate a general understanding of legal responsibilities of the mass media, including areas of libel, privacy, pornography, copyright and freedom of information Understand global media trends

## Prerequisites

## Corequisites

## Methods of Evaluation

Quizzes/ExamsShort writing assignmentsResearch ProjectsCritiques and peer review

## Sample Textbooks

Rodman, George. Mass Media in a Changing World, McGraw Hill Vivian, John, Media of Mass Communication, Allyn and Bacon. Baran, Stanley. Introduction to Mass Communication: Media Literacy and Culture, McGraw-Hill Biagi, Shirley. Media/Impact, Wadsworth Publishing Pavilik, John et al. Converging Media: A New Introduction to Mass Media, Oxford University Press Campbell, Richard et al. Media Essentials: A Brief Introduction, Bedford/St. Martin’s Media Education Foundation and the Center for News Literacy at Stony Brook University offer a large list of sources for this course

## Notes