

COMM 105: Intro to Mass Comm**Credit Hours:** 3**Scheduled hours per week**

Lecture: 3 Lab:0

Other: N/A

Catalog Course Description: Critical examination of mass media with special emphasis on ways in which social, economic, and psychological factors that influence the structure, functions, and effects of the media.

Pre-requisites: N/A**Co-requisites:** N/A**Course Learning Outcomes:**

At the conclusion of COMM 105, students should be able to:

1. Understand the tremendous scope and the complexities of the mass communications media;
2. Explain mass communication theory and process;
3. Critically examine important mass media concepts and issues; and
4. Explain how the mass media have developed into present-day forms.

Topics to be studied:

- Newspapers
- Television
- Radio
- Magazines
- Book Publishing
- Photography and Photojournalism
- Motion Pictures
- Advertising
- Recording Industry
- The Internet

Relationship of Course to Discipline Learning Outcomes	
Students will demonstrate an ability to select the appropriate channels to communicate effective messages.	X
Students will demonstrate an ability to evaluate and critique their own and others' communication.	X
Students will exhibit strong listening skills.	
Students will demonstrate an ability to produce strategic communication materials that are clear, accurate, thorough, cogent, and fair.	X
Students will demonstrate an ability to apply communication theory and mass communication principles to real-life situations.	X
Students will exhibit creativity and innovation in the delivery of messages.	X
Students will competently analyze an audience to create effective messages.	
Students will articulate the role of ethics in media and communication.	X

Relationship of Course to General Education Learning Outcomes:	
Composition and Rhetoric Students illustrate a fundamental understanding of the best practices of communicating in English and meet the writing standards of their college or program-based communication requirements.	X
Science & Technology Students successfully apply systematic methods of analysis to the natural and physical world, understand scientific knowledge as empirical, and refer to data as a basis for conclusions.	
Mathematics & Quantitative Skills Students effectively use quantitative techniques and the practical application of numerical, symbolic, or spatial concepts.	
Society, Diversity, & Connections Students demonstrate understanding of and a logical ability to successfully analyze human behavior, societal and political organization, or communication.	X
Human Inquiry & the Past Students interpret historical events or philosophical perspectives by identifying patterns, applying analytical reasoning, employing methods of critical inquiry, or expanding problem-solving skills.	X
The Arts & Creativity Students successfully articulate and apply methods and principles of critical and creative inquiry to the production or analysis of works of art.	X

Special requirements of the course:

N/A

Additional information:

N/A

Prepared by: Olivia Reeder

Date: 10/15/17

Course Schedule

Due Date	Topics to be Covered (Proposed Assessment Measures) Point Value More details provided as the course progresses
Week 1 & 2	Syllabus Quiz (30 points) Media Usage/Media Truth Descriptions (Project-based assessment/Essay response) 100 Points
Week 3 & 4	Media Theory Digital Presentation (Project-based assessment/Digital-presentation assessment) 200 Points
Week 5	Media Business/Long Tail Companies (Essay response) 100 Points
Week 6	Media Literacy (Essay response) 100 Points
Week 7	Dissecting a Magazine/Discussion (Project-based assessment) 100 Points
Week 8	Newspapers in the new age/Examining Newspapers Discussion (Essay response) 100 Points

Week 9 & 10	Sound Recording Discussion (Essay response) 100 Points
Week 11	Film and Product Placement in Film (Essay response) 150 Points
Week 12	The Story of Television (Essay response/Discussion) 100 Points
Week 13	The Internet (Review-question assessment) 100 Points
Week 14	Civic journalism (Quiz) 100 Points
Week 15	Pre-final (Quiz or essay) 100 Points
Week 16	Final (Quiz) 100 Points