

**Communication Studies 105: Introduction to Mass Media**

**Credit Hours:** 3

**Scheduled hours per week:**

Lecture: 3

Lab: N/A

Field Experience: N/A

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

**Pre-requisites:** None

**Co-requisites:** N/A

**Course Learning Outcomes (CLO):**

Upon completion of COMM 105 students should be able to:

1. Understand the scope of mass communication media
2. Explain the connection between the mass media and society
3. Describe mass communication theories and processes
4. Critically examine mass media concepts and issues
5. Explain how the mass media developed into present-day forms
6. Describe how the mass media is regulated and controlled through law and ethics

**CLO Assessment Methods:** Instructors will use a variety of methods to evaluate the CLO's listed above. Examples of assessment methods include quizzes and tests, class discussions, writing assignments, and projects/presentations.

**Topics to be studied:**

At the conclusion of the course, students will have a basic understanding of the following:

- Newspapers, television, radio, magazines
- Book publishing
- Photography and photojournalism
- Motion pictures
- Advertising
- Recording industry
- The Internet
- Media law and ethics
- Mass communication theories

**Relationship of Course to Program Learning Outcomes (PLO) or Institutional Learning Outcomes:**

**The Institutional Learning Outcome for Human Communication and Interaction is:**

Demonstrate ability to create messages appropriate to the audience, purpose, and context; critically

analyze messages; accomplish communicative goals (self-efficacy); and explain the relationship between culture and communication.

Mass communication is unavoidable in today's society. Through this foundational learning course, students will gain a better understanding of how mass communication has developed over time and how the mass media impacts the individual as well as the masses. This introductory course will improve a student's ability to navigate the world as a more competent user and consumer of mass media.

Check if approved as:  Foundational Learning Course     Reinforcement Learning Course

**Special requirements of the course:**

None

**Additional information:**

(Anything else that may be useful.)

**Prepared by:** Mary Beth Held

**Date:** January 18, 2022