COURSE OUTLINE OF RECORD

Number: COMM G180     TITLE: Introduction to Mass Communication

ORIGINATOR: Kristine Clancy     EFF TERM: Fall 2019
FORMERLY KNOWN AS: Journalism G180

DATE OF OUTLINE/REVIEW: 11-06-2018

CROSS LISTED COURSE:

TOP NO: 0601.00     CID: JOUR 100

SEMESTER UNITS: 3.0
HRS LEC: 54.0     HRS LAB: 0.0     HRS OTHER: 0.0
CONTACT HRS TOTAL: 54.0
STUDY NON-CONTACT HRS RECOMMENDED: 108.0

CATALOG DESCRIPTION:
A survey of the major forms of mass media and their influence on the artistic, cultural and social expression of contemporary society. An evaluation and appreciation of advertising, propaganda, public relations, magazines, newspapers, books, radio, television, film, recorded music and the Internet, including the impact of social media. Students will learn to analyze and identify trends, cause and effect and ethical issues in the mass media to help them become critical consumers of the media. C-ID JOUR 100

JUSTIFICATION FOR COURSE:

PREREQUISITES:

COREQUISITES:

ADVISORIES:

ASSIGNED DISCIPLINES:
  Communication studies (speech communication)

MATERIAL FEE: Yes [ ] No [X] Amount: $0.00

CREDIT STATUS: Noncredit [ ] Credit - Degree Applicable [X] Credit - Not Degree Applicable [ ]

GRADING POLICY: Pass/No Pass [ ] Standard Letter [X] Not Graded [ ] Satisfactory Progress [ ]

OPEN ENTRY/OPEN EXIT: Yes [ ] No [X]

TRANSFER STATUS: CSU Transferable[ ] UC/CSU Transferable[X] Not Transferable[ ]

BASIC SKILLS STATUS: Yes [ ] No [X] LEVELS BELOW TRANSFER: Not Applicable

CALIFORNIA CLASSIFICATION CODES: Y - Not Applicable

NON CREDIT COURSE CATEGORY: Y - Not applicable, Credit Course

OCCUPATIONAL (SAM) CODE: E

REPEATABLE ACCORDING TO STATE GUIDELINES: No [X] Yes [ ] NUMBER REPEATS:

REQUIRED FOR DEGREE OR CERTIFICATE: No [ ] Yes [X]
Associate of Arts: Liberal Arts: Emphasis in Arts and Humanities(Associate in Arts)
Associate of Arts: Liberal Arts: Emphasis in Business and Technology(Associate in Arts)
Communication Studies(Associate in Arts for Transfer)
ENGLISH(Associate in Arts for Transfer)

GE AND TRANSFER REQUIREMENTS MET:

COURSE LEVEL STUDENT LEARNING OUTCOME(S) Supported by this course:
1. Explain and evaluate the different techniques used in various mass communications.

2. Measure the effectiveness of the different techniques used in various mass communications.

3. Assess the impact and importance of the mass media on society.

COURSE OBJECTIVES:
1. Identify relevant issues, ethical concerns, practices, history of advertising, propaganda and public relations.

2. Identify terms, relevant historical development and issues relating to the growth and possible demise of the interrelated media of books, newspapers and magazines.

3. Identify important stages, individuals, terms, trends in the electronic and visual media of films, radio and TV.

4. Identify, define and understand terms, turning points, concepts and individuals relevant to the development, influence and possible future of recorded popular music, computers and the Internet.

COURSE CONTENT:

LECTURE CONTENT:

A. Advertising
   1. Practices
   2. Ethical issues
   3. Social impact

B. Propaganda
   1. Theory of propaganda
   2. Presidential campaigns
   3. Nazi Germany

C. Public relations
   1. Practices
   2. Impact on mass media
   3. Ethical issues

D. Books
   1. Influence of literacy
   2. Censorship
   3. Growth of publishing industry
   4. Contemporary issues, including electronic alternatives

E. Newspapers
   1. History and development
   2. Role as watchdog of government
   3. Technological changes and challenges

F. Magazines
   1. General interest vs. special interest
   2. Importance of demographic and psychographic issues
   3. Electronic alternatives

G. Film
   1. Growth and development, including Silent Film era, Production Code, "Golden Age"
   2. Values in films
   3. Impact of competing technologies

H. Radio
   1. Theory of govt. control of electronic media
   2. Radio as sole electronic media (1920-1945)
   3. Impact of television
   4. Formatting
   5. Effects of new technology.

I. Television
1. History and development
2. Social influences of TV
3. Values of TV programming
4. Effects of new technology
J. Recorded music
   1. History and development
   2. Connections between music and societal changes at large.
   3. Effects of new technology
K. Computers
   1. History and development
   2. Effects on society and economy.
L. Internet
   1. History and development
   2. Effects in society and economy
M. Social media
   1. Effects on society at large
   2. Relationship with and impact on traditional advertising

METHODS OF INSTRUCTION:

A. Lecture:
B. Online:
C. Independent Study:

INSTRUCTIONAL TECHNIQUES:

COURSE ASSIGNMENTS:

Reading Assignments

Textbook and supplemental materials.

Out-of-class Assignments

Writing Assignments

Students will write essay responses demonstrating their ability to evaluate and compare the techniques, approaches and appeals of the mass media.

METHODS OF STUDENT EVALUATION:
Midterm Exam
Final Exam
Short Quizzes
Written Assignments
Essay Examinations
Objective Examinations
Report
Projects (ind/group)
Oral Presentations
Demonstration of Critical Thinking:
1. Students will demonstrate the ability to analyze and evaluate the techniques, approaches and appeal of the mass media.

2. Students will relate knowledge of forces and trends in society and the mass media.

Required Writing, Problem Solving, Skills Demonstration:
Students will write essay responses demonstrating their ability to evaluate and compare the techniques, approaches and appeals of the mass media.

TEXTS, READINGS, AND RESOURCES:
TextBooks:
2. Whittaker, Ron. *Elements of Mass Communication*, ed. OER, 2018

LIBRARY:
Adequate library resources include: Non-Print Materials

Comments:

Attachments:
Attached Files