

Prepared by: L. Travis
Reviewed by: D. Rodenhauser
Textbook update: Spring 2022
C & GE update: April 21, 2022
Board approved: May 11, 2022
Semester effective:

Communication (COMM) 1510 Introduction to Mass Communications (3 Units) CSU:
[Journalism 1510]

Advisory: Eligibility for English 1500 or 1501 strongly recommended

Hours and Unit Calculations:

48 hours lecture. 96 Outside of Class Hours. (144 Total Student Learning Hours)

Catalog Description: Survey of mass communications and the study of interrelationships of media and society including history, structure, and trends in a digital age. An in depth look at recent trends in the changing norms of cultural perceptions and stereotypes. include the effects of economics, technology, law and ethics, global media, media literacy, and social issues, including gender and cultural diversity. Not open to students with credit in JRNL 1510. Students may opt to receive credit in either Journalism 1510 or Communications 1510, not both. C-ID: JOUR 100

Type of Class/Course: Degree Credit

Text:

Biagi, Shirley. *Media/Impact: An Introduction to Mass Media*. 12th ed., Cengage Learning, 2017.

Understanding Media and Culture: An Introduction to Mass Communication. U of Minnesota Libraries Publishing, 2018.

Baran, Stanley. *Introduction to Mass Communication*. 12th ed. McGraw-Hill, 2023

Campbell, Richard; Martin, Christopher; Fabos, Bettina; Becker, Ron. *Media & Culture: Mass Communication in a Digital Age*. 13th ed. McMillan, 2022

Additional Required Materials: None

Course Objectives:

By the end of the course, a successful student will be able to:

1. Evaluate the role, power, and influence of the mass media,
2. Recognize the influence and role of technology in affecting mass media content and the impact it has on Society,
3. Develop critical thinking skills to analyze media's influence,
4. Identify the major mass media,
5. Understand the development/history of the mass media in the United States,
6. Describe roles of the mass media in society and society's relationship with the media,
7. Define the five freedoms of the first amendment,
8. Demonstrate a general understanding of legal responsibilities of the mass media, including areas of libel, privacy, pornography, copyright, and freedom of information,
9. Understand global media trends

Course Scope and Content:

Unit I The Mass Media Industry: Technology and Trends Including How Racial and Gender Stereotypes in Popular Media Influence People and Their Behaviors

- A. Mass Media and Everyday Life: Its Impact on Our Values and Beliefs
- B. Books: History of Publishing
- C. Newspapers: Expanding Delivery
- D. Magazines: Targeting the Audience
- E. Recordings: Demanding Choices
- F. Radio: Riding the Wave
- G. Movies: Picturing a More Inclusive, Diverse and Equitable Future
- H. Television: Changing Channels
- I. Digital Media: Widening the Web

Unit II Selling the Message

- A. Advertising: Motivating Customers
- B. Public Relations: Promoting Ideas

Unit III Changing Messages

- A. News, Information, and Disinformation: Getting It Right
- B. Society, Culture and Politics: Shaping the Issues
- C. Law and Regulation: Legal Issues Affecting the Freedom of Press/Media
- D. Ethics: Social Responsibility, Diversity, and Equity
- E. Global Media: Discovering New Markets

Learning Activities Required Outside of Class:

The students in this class will spend a minimum of 6 hours per week outside of the regular class time doing the following:

1. Studying
2. Answering questions
3. Completing required reading
4. Written work
5. Observing or participating in an activity related to course content

Methods of Instruction:

1. Lectures
2. Discussions
3. Independent Study
4. Activities
5. Purposeful Collaboration

Methods of Evaluation:

1. Quizzes/Exams



2. Short writing assignments
3. Research Projects
4. Critiques and peer review

Supplemental Data:

T.O.P. Code:	0610.00 Mass Communication
Sam Priority Code:	D: Possibly Occupational
Funding Agency:	Y: Not Applicable
Program Status:	I: Program Applicable
Noncredit Category:	Y: Not Applicable
Special Class Status:	N: Course is not a special class
Basic Skills Status:	N: Not Applicable
Prior to College Level:	Y: Not Applicable
Cooperative Work Experience:	N: Course is not a part of a cooperative education program
Eligible for Credit by Exam:	No
Eligible for Pass/No Pass:	Yes
Disciplines:	Journalism or Mass Communication or Media Production