

# **JEFFERSON COLLEGE**

## **COURSE SYLLABUS**

**COM130**

### **INTRODUCTION TO MASS MEDIA COMMUNICATIONS**

3 Credit Hours

Prepared by:

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## COM130 Introduction to Mass Media Communication

### I. CATALOGUE DESCRIPTION

- A. Pre-requisites: Reading proficiency
- B. 3 Semester hours credit
- C. This course will examine mass media as well as its role in our lives and society. Topics include media theory and literacy, law and ethics, history, current trends, and convergence. Students will analyze a variety of media including print, radio, television, film, advertising, public relations, social media, gaming and the Internet. (F,S)

### II. EXPECTED LEARNING OUTCOMES/ASSESSMENT MEASURES

COM130 Expected Learning Outcomes	Assessment Measures
Analyze media messages using a variety of skills and tactics	In class discussions, writing assignments, exams, presentations, group project
Apply media theories to artifacts and their messages to discern their potential effects	In class discussions, writing assignments, exams, group project
Identify the historical milestones in the print, television, film, commercial and new media industries	In class discussions, exams
Identify current trends in print, electronic, commercial and new media	In class discussions, writing assignments, exams, presentations
Examine the relationships between producers, owners and consumers of media	In class discussions, writing assignments, exams, presentations
Analyze the influence of new and emerging technologies on media	In class discussions, writing assignments, exams
Analyze the role of media in society	In class discussions, writing assignments, exams, presentations
Examine the laws and regulations that control media and media companies	In class discussions, writing assignments, exams
Analyze the ethical codes surrounding media producers and how they apply these ethics to their products	In class discussions, writing assignments, exams

### III. OUTLINE OF TOPICS

- A. Foundations
  - 1. Media literacy
  - 2. Media effects on consumers
  - 3. Media theories and major studies
  - 4. Media ownership
  - 5. Media convergence
  
- B. Media Law and Ethics
  - 1. Regulating agencies and their development
  - 2. Major laws affecting media production
  - 3. Media ethics
  - 4. Media self-regulation
  
- C. Journalism
  - 1. History of journalism in the United States
  - 2. Journalism's role in American history
  - 3. The changing role of journalism
  - 4. The future of journalism
  
- D. Print Media
  - 1. Books
  - 2. Magazines
  - 3. Newspapers
  
- E. Electronic Media
  - 1. Film
  - 2. Radio and Sound Recording
  - 3. Television
  
- F. New Media
  - 1. Gaming
  - 2. The Internet
  - 3. Social Media and Web 2.0
  
- G. Media Business
  - 1. Advertising
  - 2. Public Relations

### IV. METHODS OF INSTRUCTION

- A. Lecture
  
- B. Group discussions

- C. Hands-on activities
- D. Analysis and critique of media
- E. Case studies
- F. Journals

V. REQUIRED TEXTBOOKS

*Introduction to Mass Communication: Media Literacy and Culture.* Baran, McGraw Hill Education: New York, NY, current edition.

VI. REQUIRED MATERIALS

None

VII. SUPPLEMENTAL REFERENCES

- A. Library databases
- B. Media examples posted to Blackboard
- C. Documentary films

VIII. METHOD OF EVALUATION

- A. Exams
- B. In class discussions
- C. Writing assignments
- D. Group project
- E. Presentations

Grading scale:	A	90-100%
	B	80-89.9%
	C	70-79.9%
	D	60-69.9%
	F	0-59.9%

IX. ADA AA STATEMENT

Any student requiring special accommodations should inform the instructor and the Coordinator of Disability Support Services in the Library, phone 636-481-3169.

X. ACADEMIC HONESTY STATEMENT

All students are responsible for complying with campus policies as stated in the Student Handbook (see college website, <http://www.jeffco.edu>)

XI. ATTENDANCE POLICY

Students earn their financial aid by regularly attending and actively participating in their coursework. If a student does not actively participate, he/she may have to return financial aid funds. Consult the College Catalog or a Student Financial Services representative for more details.