

CAPITAL COMMUNITY COLLEGE
COURSE OUTLINE
INTRODUCTION TO MASS COMMUNICATION

SECTION I

SYSTEM COMMON COURSE NUMBER: Communication Media COM* 101

COURSE TITLE: Introduction to Mass Communication

CATALOG COURSE DESCRIPTION: This course begins with a review of basic communication theory, followed by exploration of the history and nature of mass communication in American society. Topics include the technological development and business structure of print and electronic media, media professions, government regulation of the mass media, and the media's impact on culture and society. Special emphasis will be placed on how digital technology and the Internet continue to affect traditional mass media processes and forms.

LECTURE HOURS PER WEEK: 3

CREDIT HOURS: 3

PREREQUISITE: ENG 101, English Composition.

SECTION II

A. SCOPE:

Upon completion of this course, students will have acquired an understanding of: basic communication processes and settings; the specific nature of the mass communication setting; technological breakthroughs leading to the development of various communication technologies; business models and practices employed in the American media industry; numerous job and career paths in the American media industry; and, the impact that mass media has on culture and society.

Course subject matter will include:

- A. The Nature and History of Mass Communication
 - 1) The communication process
 - 2) Perspectives on mass communication
 - i. Mass communication functions within society
 - ii. How people use mass communication
 - 3) Historical and cultural context
 - i. Language
 - ii. Writing
 - iii. Printing
 - iv. Conquering space and time (telegraph/telephone)
 - v. Imaging (photography/motion pictures)
 - vi. Entertainment at home (radio, TV)
 - vii. Digital media

Items B and C will cover issues discussing each industry's history, unique features, organization, ownership, production, economics, feedback, career outlook, and challenges in the digital age:

B. Print Media

- 1) Newspapers
- 2) Magazines
- 3) Book publishing

C. Electronic Media

- 1) Radio
- 2) Sound recording
- 3) Motion pictures
- 4) Television
- 5) Internet and World Wide Web

D. Specific Media Professions

- 1) News gathering and reporting
- 2) Public relations
- 3) Advertising

E. Regulation of the mass media

- 1) Formal controls (laws, rules, regulations)
- 2) Ethics and informal controls

F. Impact of the mass media

- 1) The "global village"
 - i. International media systems
 - ii. World media online
 - iii. Examples of other world media systems
- 2) Social effects
 - i. Effects on knowledge and attitudes
 - ii. Effects on behavior
 - iii. Effects of televised violence

B. REQUIRED WORK: determined by the instructor as described in the course syllabus.

C. ATTENDANCE AND PARTICIPATION: Students are expected to attend each class, arrive on time, take exams at the scheduled time, and participate in the in-class learning process. (Specific instructor policies are included on the course syllabus.)

D. METHODS OF INSTRUCTION: The methods of instruction are determined by each instructor and may include, but are not limited to, lecture, lecture/discussion, small group collaborative learning, guest speakers, student presentations, internet-based assignments using distance learning methodologies, required field trips, and the use of classroom audiovisual and computer-based presentation materials.

E. OBJECTIVES, OUTCOMES, ASSESSMENT

The following objectives and outcomes represent the department's core requirements for student achievement.

To demonstrate an understanding of:	Students will:	As measured by:
The Communication process and Communication settings	a) Read all assigned material from textbooks, handouts, on-line course homepages, or Library resources b) Prepare brief presentations on assigned subject material	Written in-class quizzes, tests, and examinations; presentations to the class; out-of-class projects; written reports; class participation; attendance; homework assignments.
The history, nature, and structure of various media industries	a) Read all assigned material from textbooks, handouts, on-line course homepages, or Library resources b) Prepare brief presentations on media forms c) Write brief profiles on local media organizations, giving business history, indication of ownership, estimated audience, etc. d) Attend required field trips (if scheduled) to media organizations in Downtown Hartford	Written in-class quizzes, tests, and examinations; presentations to the class; out-of-class projects; written reports; class participation; attendance; homework assignments.
The effects of mass media on culture and society	a) Participate in classroom discussions b) Conduct research on a particular mass media effect (i.e. entertainment television’s casting of minority characters, etc.) and present results to the class	A written, well-researched term paper discussing a particular mass media effect

Note 1: This table of learning outcomes should not be considered exhaustive; other learning outcomes may also support the objectives. The list is not intended to limit the learning outcomes that can be used to achieve the objectives.

Note 2: There is no expectation that an instructor will employ all the assessment methods or any particular set of them. Also, the list of applicable assessment methods is not exhaustive. Other methods that measure the learning outcomes may be used.

F. TEXTS AND MATERIALS: College-level textbooks, career planning guides, professional journals, newspapers, and other items placed in Library reserve for the course.

G. INFORMATION TECHNOLOGY: Access to audiovisual and computer-based presentation equipment; access to online course content delivery systems.