#### **MEDIA 4 Course Outline as of Fall 2019**

## **CATALOG INFORMATION**

Dept and Nbr: MEDIA 4 Title: INTRO/MASS COMMUNICATION Full Title: Introduction to Mass Communication Last Reviewed: 1/28/2019

Units		Course Hours per Week		Nbr of Weeks	<b>Course Hours Total</b>	
Maximum	3.00	Lecture Scheduled	3.00	17.5	Lecture Scheduled	52.50
Minimum	3.00	Lab Scheduled	0	6	Lab Scheduled	0
		Contact DHR	0		Contact DHR	0
		Contact Total	3.00		Contact Total	52.50
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 105.00

Total Student Learning Hours: 157.50

Title 5 Category:	AA Degree Applicable
Grading:	Grade or P/NP
Repeatability:	00 - Two Repeats if Grade was D, F, NC, or NP
Also Listed As:	
Formerly:	

#### **Catalog Description:**

Overview of the history, structure, function and influence of print, electronic, and digital media and their support industries.

**Prerequisites/Corequisites:** 

**Recommended Preparation:** Eligibility for ENGL 1A

#### **Limits on Enrollment:**

#### **Schedule of Classes Information:**

Description: Overview of the history, structure, function and influence of print, electronic, and digital media and their support industries. (Grade or P/NP) Prerequisites/Corequisites: Recommended: Eligibility for ENGL 1A Limits on Enrollment: Transfer Credit: CSU;UC. Repeatability: Two Repeats if Grade was D, F, NC, or NP

# **ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:**

AS Degree: CSU GE:	<b>Area</b> E <b>Transfer Area</b> C1	Humanities Arts		Effective: Fall 1981 Effective: Fall 1981	Inactive: Inactive:
IGETC:	<b>Transfer Area</b> 3A	Arts		Effective: Fall 1981	Inactive:
CSU Transfer	: Transferable	Effective:	Fall 1981	Inactive:	
UC Transfer:	Transferable	Effective:	Fall 1981	Inactive:	
CID:					

0121	
CID Descriptor: JOUR 100	Introduction to Mass Communications
SRJC Equivalent Course(s):	MEDIA4

## **Certificate/Major Applicable:**

Both Certificate and Major Applicable

# **COURSE CONTENT**

#### **Student Learning Outcomes:**

At the conclusion of this course, the student should be able to:

- 1. Explain the history, structure, and influence of the major American media industries.
- 2. Critically evaluate the impact of overt and covert media messages on their lives and the culture at large.
- 3. Demonstrate a general understanding of the legal responsibilities of the mass media.

## **Objectives:**

At the conclusion of this course, the student should be able to:

- 1. Evaluate the historical development of the print, electronic, and digital media.
- 2. Analyze the economic, social, technological, and aesthetic impacts of the media on culture.
- 3. Critically analyze the ways in which the media have influenced mass consciousness.
- 4. Gather, identify, and interpret mass media overt and covert messages.
- 5. Demonstrate a critical understanding of media's impact on their daily lives.

# **Topics and Scope:**

- I. General Introduction to the Mass Media in Western and Non-Western Cultures
  - A. The theory of mass communication
    - 1. The process of communication
    - 2. Media convergence
    - 3. Comparative media systems -- theories of the press
    - 4. Historical, economic and geographical influence on communication content and structure
    - 5. Cultural domination

- 6. Differences between interpersonal and mass communication theory
- B. The history of mass communication
  - 1. Print as the first mechanical mass media
  - 2. The language of photography
  - 3. Electronic communication
  - 4. Digital communication
- C. The effects of mass communication
  - 1. The social effects of the media
    - i. Cultural -- racial, ethnic, and gender perception
    - ii. Individual -- personal needs, identity, and attitudes
  - 2. Audience fragmentation
  - 3. The aesthetic effects of the media
  - 4. The relationship between media and politics
  - 5. The strategies for critical awareness and visual literacy
  - 6. Overt vs. covert messages: identification and interpretation
- II. Electronic Communications
  - A. Radio
    - 1. History of radio
    - 2. The unrealized potential of radio drama
    - 3. Advertising and radio
    - 4. News and radio
    - 5. Education and radio
    - 6. Government and radio
    - 7. International radio
    - 8. Radio production techniques
  - B. Television
    - 1. History of television
    - 2. Television genres
    - 3. Gender and racial stereotypes
    - 4. Film and television
    - 5. Advertising and television
    - 6. Journalism and the TV photo-essay
    - 7. Education and television
  - C. Film
    - 1. History of film
    - 2. Film genres
    - 3. Synergy
    - 4. Branding
- III. Digital Communication -- the Internet
  - A. History of the internet's development
  - B. Examination of uses
    - 1. Email, Instant Messaging, Skype
    - 2. Online communities
    - 3. E-Commerce
    - 4. News and information
    - 5. Entertainment downloading
    - 6. Facebook, Twitter, Tumbler, and emerging social networks
  - C. Impact on society
    - 1. "Global Village"
    - 2. Evolving language -- emoticons and online lingo
    - 3. Online education
    - 4. Telecommuting

- 5. Social relationships
- 6. Journalism and the internet
- 7. Advertising on the internet
- 8. Convergence: radio, magazines, TV, movies, music, ebooks
- 9. Blogging
- 10. File-sharing and piracy
- D. Wireless Web (mobile technology) and the Evernet
- IV. Popular Music as Communication
- V. Legal Responsibilities of the Mass Media
  - A. The five rights of the First Amendment
  - B. The legal obligations of the mass media: privacy, pornography, copyright and freedom of information

## Assignment:

- 1. 20 pages of assigned weekly readings from the text
- 2. Exams (2 4), including a final
- 3. Writing assignments of 3-5 pages each, which may or may not include a group component. For example:
  - A. An assignment demonstrating understanding and application of mass communication theory to print advertisements
  - B. An assignment critically analyzing persuasive techniques in television advertisements
  - C. An assignment demonstrating awareness of mass communication theory related to the process of political campaigning via the media
  - D. An assignment analyzing the underlying cultural mythology of a secular icon of contemporary American culture
  - E. An assignment evaluating social relationships and the internet
  - F. An assignment evaluating propaganda in advertising and journalism
  - G. An assignment evaluating editorial bias in print, radio, television and internet journalism
  - H. An analysis of cultural, ethnic, racial and gender portrayals on television
  - I. A comparative essay on news, political, editorial, advertising, or entertainment content of Western and Non-Western countries

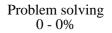
# Methods of Evaluation/Basis of Grade:

**Writing:** Assessment tools that demonstrate writing skills and/or require students to select, organize and explain ideas in writing.

Written homework, term papers

**Problem Solving:** Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

Writing 25 - 50%



None

# **Skill Demonstrations:** All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

None

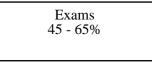
**Exams:** All forms of formal testing, other than skill performance exams.

Multiple choice, true/false, matching items, completion, essay exams including final

**Other:** Includes any assessment tools that do not logically fit into the above categories.

Class participation, group work

Skill Demonstrations 0 - 0%



Other Category 0 - 15%

## **Representative Textbooks and Materials:**

Mass Communication: Living in a Media World. 7th ed. Hanson, Ralph. Sage Publications. 2018

Introduction to Mass Communication: Media Literacy and Culture. 10th ed. Baran, Stanley. McGraw-Hill. 2018

Media and Culture. 11th ed. Campbell, Richard and Martin, Christopher and Fabos, Bettina. Bedford/St. Martin's Press. 2017

The Dynamics of Mass Communications: Media in Transition. 12th ed. Dominick, Joseph. McGraw Hill. 2012 (classic)

The Media of Mass Communication. 11th ed. Vivian, John. Pearson. 2012 (classic)