

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	Course Hours Total	
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:
The public arts and the individual in relation to broadcasting, advertising and popular culture - how media of mass communication works.

Prerequisites/Corequisites:

Recommended Preparation:
Eligibility for Engl 1A or equivalent.

Limits on Enrollment:

Schedule of Classes Information:
Description: The public arts & the individual in relation to broadcasting, advertising and popular culture--how media of mass communication works. (Grade or P/NP)
Prerequisites/Corequisites:
Recommended: Eligibility for Engl 1A or equivalent.
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:	Area			Effective:	Inactive:
	E	Humanities		Fall 1981	
CSU GE:	Transfer Area			Effective:	Inactive:
	C1	Arts		Fall 1981	
IGETC:	Transfer Area			Effective:	Inactive:
	3A	Arts		Fall 1981	
CSU Transfer:	Transferable	Effective:	Fall 1981	Inactive:	
UC Transfer:	Transferable	Effective:	Fall 1981	Inactive:	

CID:

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

Certificate/Major Applicable:

Certificate Applicable Course

COURSE CONTENT

Outcomes and Objectives:

The students will:

1. Record an awareness of inter and mass communication theory.
2. Analyze the different media of mass communication, their historical development and its attendant economic, social and aesthetic impact on culture.
3. Demonstrate the ability to critically analyze the ways in which mass communication media have influenced mass consciousness.
4. Gather, identify and interpret mass media overt and covert messages.
5. Synthesize all course-related material in an effort to develop strategies which enable the student to integrate media into their daily lives.

Topics and Scope:

1. General introduction to the mass media.
 - A. The theory of mass communication.
 1. the process of communication
 2. technology and communication
 - B. The history of mass communication.
 1. print as the first mechanical mass medium
 2. the language of photography
 3. electronic communication
 - C. The effects of mass communication.
 1. the social effects of the media
 2. the aesthetic effects of the media
2. Radio and television.
 - 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. radio production techniques
- B. Television.
1. history of television
 2. television drama
 3. film and television
 4. advertising and television
 5. news and the TV photo-essay
 6. education and television
- C. Related media.
1. popular music as communication
 2. mass media and urban existence

Assignment:

In addition to four in-class, scheduled hour exams, students are required to complete a series, of two-to-five page writing assignments.

1. A 3 to 5 page assignment demonstrating understanding and application of mass communication theory to print advertisements.
2. A 3 to 5 page assignment critically analyzing persuasive techniques in television advertisements.
3. A 3 to 5 page assignment demonstrating awareness of mass communication theory related to the process of political campaigning via the media.
4. A 3 to 5 page assignment analyzing the underlying cultural mythology of a secular icon of contemporary American culture.
5. Cover to cover reading of the required textbook.

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, Essay exams, Term papers

Writing
80 - 85%

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

None

Problem solving
0 - 0%

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

None

Skill Demonstrations
0 - 0%

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

None

Exams
0 - 0%

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

CLASS PARTICIPATION AND ATTENDANCE.

Other Category
15 - 20%

Representative Textbooks and Materials:

THE IMAGE, Daniel Boorstin, Random House (paperback), 1992.

MEN, MEDIA & MASCULINITY, Ed LaFrance, Kendall-Hunt, 1995.

MEDIA IMPACT, Shirley Biagi, International Thomson, 4th ed., 1999.