MEDIA 4 Course Outline as of Fall 2007

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:
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:

				Effective:	Inactive:
AS Degree:	**Area**				
	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:
Both Certificate and Major Applicable

COURSE CONTENT

Outcomes and Objectives:
Upon completion of the course, students will be able to:
1. Distinguish between interpersonal and mass communication theory.
2. Analyze print, electronic and digital media of mass communication, their historical development and the attendant economic, social, technological and aesthetic impact on culture.
3. 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. Demonstrate a critical understanding of media's impact on their daily lives.

Topics and Scope:

1. 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
   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
     a. cultural -- racial, ethnic and gender perception
     b. 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

2. 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

3. Digital Communication -- the Internet.
  A. History of the internet's development.
  B. Examination of uses.
    1. Email, IM
    2. online communities
    3. E-Commerce
    4. news and information
    5. entertainment downloading
  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.
4. Popular Music as Communication.

Assignment:

Students are required to complete a series of writing assignments of 3-5 pages each, such as:

1. An assignment demonstrating understanding and application of mass communication theory to print advertisements.
2. An assignment critically analyzing persuasive techniques in television advertisements.
3. An assignment demonstrating awareness of mass communication theory related to the process of political campaigning via the media.
4. An assignment analyzing the underlying cultural mythology of a secular icon of contemporary American culture.
5. Other potential assignment topics of 3-5 pages might include:
   a. social relationships and the internet
   b. propaganda in advertising and journalism
   c. editorial bias in print, radio, television and internet journalism
   d. analysis of cultural, ethnic, racial and gender portrayals on television
   e. comparative essay on news, political, editorial, advertising, or entertainment content of Western and non-Western countries.
6. Additional assignments include reading (25-30 pages per week).
7. There are also four scheduled in-class exams.

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	Writing 20 - 25%

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.

Multiple choice, True/false, Matching items, Completion, Essay exams	Exams 55 - 65%

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

Class participation and attendance.	Other Category 10 - 20%

Representative Textbooks and Materials:
Daniel Boorstin, "The Image," Random House (paperback), c.1992
Nancy Snow, "The Information War," Seven Stories Press, 1st edition,
 c. 2004
Kathleen Hall Jamieson and Paul Weldman, "The Press Effect," Oxford
 University Press, 1st edition, c. 2007
Joseph Dominick, The Dyanmics of Mass Communications: Media in the Digital
 Age, McGraw Hill, 9th edition, c. 2007