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: 3/10/2025

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:

AS Degree:	**Area**			Effective:	Inactive:
	E	Humanities		Fall 2025	
	L3	Arts and Humanities			
	E	Humanities		Fall 1981	Fall 2025
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): FMA4

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	Writing 25 - 50%

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 including final	Exams 45 - 65%

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

Class participation, group work	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)