

MASS COMMUNICATIONS (MCOM)

MCOM C100 **3 Units (54 lecture hours)**

Introduction to Mass Communications

Grading Mode: Standard Letter, Pass/No Pass

Transfer Credit: CSU; UC.

Formerly COMM C100. A study and analysis of the major media – newspapers, magazines, radio, and television – covering how they function and affect society. Graded or Pass/No Pass option.

MCOM C140 **3 Units (54 lecture hours)**

Public Relations

Grading Mode: Standard Letter, Pass/No Pass

Transfer Credit: CSU.

Formerly COMM C140. Overview and analysis of the management of publicity using the media as a vehicle to persuade and influence groups of people through effective organizational communications. Various examples of successful campaigns will be examined in addition to historical events and contemporary publicity. Graded or Pass/No Pass option.

MCOM C150 **3 Units (54 lecture hours)**

Introduction to Radio, TV, Film

Grading Mode: Standard Letter, Pass/No Pass

Transfer Credit: CSU.

Overview and analysis of the radio, TV, and film industries in the U.S. Also explored is the impact of global broadcasting, cable TV, the Internet, and satellite technologies. Graded or Pass/No Pass option.