

CMST A180: INTRODUCTION TO MASS COMMUNICATIONS

Item	Value
Curriculum Committee Approval Date	09/23/2020
Top Code	060100 - Media and Communications, General
Units	3 Total Units
Hours	54 Total Hours (Lecture Hours 54)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Grading Policy	Standard Letter (S)
Associate Arts Local General Education (GE)	<ul style="list-style-type: none"> OC Comm/Analytical Thinking - AA (OA2) OC Humanities - AA (OC1)
Associate Science Local General Education (GE)	<ul style="list-style-type: none"> OCC Comm/Analytical Thinking- AS (OAS2) OCC Humanities - AS (OSC2)
California General Education Transfer Curriculum (Cal-GETC)	<ul style="list-style-type: none"> Cal-GETC 3B Humanities (3B)
Intersegmental General Education Transfer Curriculum (IGETC)	<ul style="list-style-type: none"> IGETC 3B Humanities (3B)
California State University General Education Breadth (CSU GE-Breadth)	<ul style="list-style-type: none"> CSU C2 Humanities (C2)

Course Description

A survey of major mass mediums and their influence on the artistic and cultural expression of contemporary society. Appreciate the aesthetics of and evaluate radio, television, film, print media, and Internet. Advertising, PR, media law and ethics are covered. Students learn analytical skills to help become critical consumers/developers of media. Transfer Credit: CSU; UC. C-ID: JOUR 100. **C-ID:** JOUR 100.

Course Level Student Learning Outcome(s)

1. Identify and distinguish mass communication theories and concepts and apply to mediated communication.
2. Analyze trends in mass media content and form, and predict future effects.
3. Discuss the historical development of forms of mass media and their influence on culture.
4. Discuss laws and regulations that attempt to regulate media in the United States.
5. Evaluate the relationship between mass communications and popular culture.

Course Objectives

- 1. Apply analytical skills to make them more critical purveyors of the mass media.

- 2. Trace how the various mass media move through three stages of evolution.
- 3. Discuss the effectiveness of mass media as a source of information.
- 4. Trace the historical development and influence on culture of various forms of media.
- 5. Compare and contrast the cultural implications of the Print and Broadcast media.
- 6. Explain the future effects of modern forms of media on the artistic content of messages.
- 7. Describe media literacy and its importance in today's society.
- 8. Evaluate the relationship between mass communications and our popular culture.
- 9. Explain the dynamic nature of the field of mass communications.
- 10. Compare and contrast communications theory and research.
- 11. Discuss the various laws and regulations that attempt to control media operations in the United States.
- 12. Explain the role and responsibilities of the news media in an informed society.

Method(s) of Instruction

- Lecture (02)
- DE Online Lecture (02X)

Instructional Techniques

Lecture, class discussion of assigned textbook readings, group work, guest speakers, video presentations, role-play exercises, quizzes, exams, classroom activities, writing assignments, out of class assignments

Reading Assignments

Textbook readings, research reading assignments. As assigned by instructor. .5-3 hours per week.

Writing Assignments

Research papers, annotated bibliographies, online blogs or journals. .5-2 hours per week.

Out-of-class Assignments

Written projects, video projects. As assigned by instructor. .5-2 hours per week.

Demonstration of Critical Thinking

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Required Writing, Problem Solving, Skills Demonstration

1. Participation and attendance: engaging in classroom role-play and discussion. 2. Term paper: several options will be available depending upon the instructor. 3. Exams: three exams based on text material and classroom discussions. 4. Homework: various assignments will be given to make sure students understand the material as the semester progresses.

Eligible Disciplines

Communication studies (speech communication): Masters degree in speech, speech broadcasting, telecommunications, rhetoric, communication, communication studies, speech communication, or organizational communication OR bachelors degree in any of the above

AND masters degree in drama/ theater arts, mass communication, or English OR the equivalent. Masters degree required.

Textbooks Resources

1. Required Pavlik, J., McIntosh, S.. Converging Media: A New Introduction to Mass Communication, 5th ed. Oxford, 2016 2. Required Biagi, Shirley. Media/Impact, 12th ed. Cengage Learning, 2017 3. Required Hart, William.. Introduction to Mass Media, online ed. Merlot/Wikibooks, 2020

Other Resources

1. Selected materials will be provided and distributed by the instructor.