

# DMC C100: INTRODUCTION TO MASS COMMUNICATION

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Item	Value
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)
Local General Education (GE)	<ul style="list-style-type: none"> <li>• CL Option 1 Basic Subjects (CA1)</li> <li>• CL Option 1 Social Sciences (CD1)</li> </ul>
California General Education Transfer Curriculum (Cal-GETC)	<ul style="list-style-type: none"> <li>• Cal-GETC 4 Social &amp; Behavioral Sciences (4)</li> </ul>
Intersegmental General Education Transfer Curriculum (IGETC)	<ul style="list-style-type: none"> <li>• IGETC 4 Social&amp;Behavioral Sci (4)</li> </ul>
California State University General Education Breadth (CSU GE-Breadth)	<ul style="list-style-type: none"> <li>• CSU D Soc Politic Econ Inst (D)</li> </ul>

## Course Description

Formerly: MCOM C100. Explore the dynamic world of Mass Communication, delving into the intricate interplay between mass media, society, and technology. This comprehensive course offers an in-depth examination of mass media's functions, responsibilities, practices, and influential impacts on contemporary culture. Dive into the fascinating realm of media history and its profound role in shaping our modern world. Uncover the critical analysis of mass media's multifaceted roles in information dissemination, entertainment, and persuasion. From the conventional channels of television, newspapers, and radio to the ever-evolving landscape of social media, blogs, podcasts, and new media, you'll develop a broad understanding of mass communication's structural dynamics, functions, and societal obligations. Transfer Credit: CSU; UC.

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## Method(s) of Instruction

- Lecture (02)
- DE Online Lecture (02X)
- Video one-way (ITV, video) (63)