COURSE INFORMATION FORM

DISCIPLINE
Communications

COURSE TITLE
Introduction to Mass Communication

CR.HR  3  LECT HR.  3  LAB HR.  _______  CLIN/INTERN HR.  _______  CLOCK HR.  _______

CATALOG DESCRIPTION
This course provides a historical study of the content, structure and control of modern communications in the United States. Students will learn criteria for evaluating media content relative to the nature and consequences of news, entertainment, and advertising.

PREREQUISITES
ENGL 30 / 90 or appropriate placement test score

EXPECTED STUDENT OUTCOMES IN THE COURSE (ESO)
Upon completion of this course, the student will be able to:

1. Identify and explain the history of the mass media industry and how major events, inventions, and other factors will impact the future.
2. Analyze various forms of media (prints, electronic, advertising, and public relations), and identify components such as message and target audience.
3. Use critical thinking skills to assess media impact on society.

GENERAL EDUCATION OUTCOMES (ESO)
Specify which general education outcomes, if any, are substantially addressed by the course. Numbers in parentheses identify the Expected Student Outcomes linked to the specific General Education Outcome.

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<th>Outcomes</th>
<th>ESO</th>
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PROGRAM-LEVEL OUTCOMES

CAREER AND TECHNICAL EDUCATION PROGRAM OUTCOMES
Specify which Career and Technical program outcomes, if any, are substantially addressed by the course by completing the “Career and Technical Education template” to show the relationship between course and program outcomes to assessment measures.

CLASS-LEVEL ASSESSMENT MEASURES
Student accomplishment of expected student outcomes may be assessed using the following measures. (Identify which measures are used to assess which outcomes.)

1. Quizzes and exams (1,2,3)
2. Group Research Project (1,2)
3. Oral presentations (1,2,3)
Individual instructors may order this outline as fits the needs of their individual courses. In addition, they may place more emphasis on some areas than on others. What is assured is that this particular list is covered in the course. Other topics may be added to a course as the instructor sees fit, and as time and interest allow. An *asterisk can be used to mark an item as optional.

I. Understanding mass media: past to present
   A. Making sense of the media business
   B. Government regulation, self-regulation, and ethics
   C. Cross-media strategies
   D. Mass media issues

II. The print media: past to present
   A. The book industry
   B. The newspaper industry
   C. The magazine industry

III. The electronic media: past to present
   A. The radio industry
   B. The recording industry
   C. The motion picture industry
   D. The television industry
   E. Computer software and online services

IV. Advertising and public relations: past to present
   A. Advertising
   B. Public relations