

COURSE SYLLABUS

LAST REVIEW	Spring 2021
COURSE TITLE	Introduction to Mass Media
COURSE NUMBER	JOUR 0175
DIVISION	Arts, Communications, and Humanities
DEPARTMENT	JOUR
CIP CODE	24.0101
CREDIT HOURS	3.00
CONTACT HOURS/WEEK	Class: 3.00 Lab: X Clinical: X
PREREQUISITES	None

COURSE PLACEMENT Students must meet the correct placement measure for this course. Information may be found at:
<https://www.kckcc.edu/admissions/information/mandatory-evaluation-placement.html>

COURSE DESCRIPTION

This course is a general survey of the various media of mass communication and their roles in society.

KANSAS SYSTEMWIDE TRANSFER: JOUR0175

The learning outcomes and competencies detailed in this course outline or syllabus meet or exceed the learning outcomes and competencies specified by the Kansas Core Outcomes Groups project for this course as approved by the Kansas Board of Regents.

PROGRAM ALIGNMENT

This course is part of a program aligned through the Kansas Board of Regents and Technical Education Authority. For more information, please visit:
https://kansasregents.org/workforce_development/program-alignment

General Education Learning Outcome

- Basic Skills for Communication
- Mathematics
- Humanities
- Natural and Physical Sciences
- Social and Behavioral Sciences

Institutional Learning Outcomes

- Communication
- Computation and Financial Literacy
- Critical Reasoning
- Technology and Information Literacy
- Community and Civic Responsibility
- Personal and Interpersonal Skills

TEXTBOOKS

<http://kckccbookstore.com/>

METHODS OF INSTRUCTION

A variety of instructional methods may be used depending on content area. These include but are not limited to: lecture, multimedia, cooperative/collaborative learning, labs and demonstrations, projects and presentations, speeches, debates, panels, conferencing, performances, and learning experiences outside the classroom. Methodology will be selected to best meet student needs.

COURSE OUTLINE

- I. Introduction to the media of mass communication
- II. Computer media – the web
- III. Computer media – social media
- IV. Computer media – video games
- V. Media convergence
- VI. Visual media – movies
- VII. Visual media – television
- VIII. Audio media – recordings
- IX. Audio media – radio
- X. Print media – newspapers
- XI. Print media – magazines
- XII. Print media – books
- XIII. Media functions – information
- XIV. Media functions – persuasion
- XV. Media functions – entertainment

COURSE LEARNING OUTCOMES AND COMPETENCIES

Upon successful completion of this course, the student will:

- A. Media Literacy:
Demonstrate the ability to access, analyze, and evaluate information in a variety of media.
- B. Impact of Media on Society:
Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.
- C. History of Media:
Demonstrate an understanding of the history and current state of mass communications.
- D. Social Responsibility:
Identify social, ethical, and legal issues in the media.

COURSE COMPETENCIES:

Upon successful completion of this course:

- The student will be able to identify the key functions of mass communication*
1. The student will be able to describe the media's ability to inform audiences
2. The student will be able to describe the media's ability to entertain audiences
3. The student will be able to describe the media's ability to persuade audiences

- The student will be able to identify key factors in the historical development of mass communication*
4. The student will be able to identify key events in the historical development of mass communication
5. The student will be able to identify individual contributors to the historical development of mass communication and explain the importance of their contributions
6. The student will be able to explain the interrelationship between mass communication and society

- The student will be able to identify key factors in the technological development of mass communication*
7. The student will be able to identify key developments that helped transform media technology from specialized applications to mass-marketable media tools
8. The student will be able to explain in general terms how media technologies function
9. The student will be able to describe technology's role in the creation of media products

- The student will be able to describe the economic structures of media industries*
10. The student will be able to explain how the media maintain their profitability

11. The student will be able to identify media ownership structures and patterns
The student will be able to identify mass communication career opportunities
12. The student will be able to identify career opportunities in established media structures
13. The student will be able to identify mass communication entrepreneurial opportunities
14. The student will be able to list job requirements for entry-level media positions
The student will be able to defend or reject media-related decisions based on principles of ethics
15. The student will be able to identify ethical principles that influence media professionals' behavior
16. The student will be able to appraise media decisions based on philosophically-consistent analysis
17. The student will be able to appraise media decisions based on established industry self-regulation codes
The student will be able to identify the legal factors that control media conduct
18. The student will be able to explain the impact of the First Amendment on media regulation
19. The student will be able to identify legal restrictions placed on the media
20. The student will be able to discriminate between the levels of regulation of various media
21. The student will be able to criticize government attempts to control media content
The student will be able to criticize the media's influence on audiences and society
22. The student will be able to criticize the media's treatment of racial issues
23. The student will be able to criticize the media's treatment of gender issues
24. The student will be able to criticize the media's treatment of class and cultural differences
25. The student will be able to criticize the impact on society of sexual and violent media content
26. The student will be able to criticize the media's role in the global marketplace of ideas

ASSESSMENT OF COURSE LEARNING OUTCOMES AND COMPETENCIES

Student progress is evaluated through both formative and summative assessment methods. Specific details may be found in the instructor's course information document.

COLLEGE POLICIES AND PROCEDURES

Student Handbook

<https://www.kckcc.edu/files/docs/student-resources/student-handbook-and-code-of-conduct.pdf>

College Catalog

<https://www.kckcc.edu/academics/catalog/index.html>

College Policies and Statements

<https://www.kckcc.edu/about/policies-statements/index.html>

Accessibility and Accommodations

<https://www.kckcc.edu/academics/resources/student-accessibility-support-services/index.html>.