

CUYAMACA COLLEGE
COURSE OUTLINE OF RECORD

COMMUNICATION 110 – INTRODUCTION TO MASS COMMUNICATION

3 hours lecture, 3 units

Catalog Description

Introduction to mass media practices and influences in the United States (and globally). Topics include current media practices, problems, issues and significant trends with special emphasis on the ways media and society influence and change each other. The history of mass media theories, ethics, roles and responsibilities, contributions of diverse groups, gender issues, and legal rights and restrictions will be explored. Mass media contexts will include news advertising, public relations, photojournalism, newspapers, radio, television, film, recording industry, book publishing, network/cable and online communication.

Prerequisite

None

Course Content

- 1) Mass Communication Overview
 - a. Theories of mass communication
 - b. Economic, political, societal and organizational aspects
 - c. Current practices, problems, issues and significant trends
 - d. Media and globalization
- 2) Print Media: history, roles, structure regulations, ethics and influence of
 - a. newspapers and news services
 - b. magazines
 - c. book publishing
 - d. photojournalism
- 3) Electronic Media: history, roles, structure, regulations, ethics and influence of
 - a. radio
 - b. television: network and cable
 - c. recording industry
- 4) Online Communication: history, roles, structure, regulations, ethics and influence of
 - a. computers
 - b. satellites
 - c. internet
 - d. new technology
- 5) Persuasive Media: history, roles, structure, regulations, ethics and influence of
 - a. advertising: print and electronic
 - b. public relations
- 6) Psychological Impact and Ethics
 - a. Persuasive influence
 - b. Gatekeeping functions
 - c. Stereotypes
 - d. Consumer impact
 - e. Social responsibility

Course Objectives

Students will be able to:

- 1) Identify social and political theories of mass communication and apply to print and electronic media contexts based on materials presented in class.
- 2) Investigate, analyze and discuss current practices, problems, issues and trends in mass media and their influence on society.
- 3) Describe the history of mass media and explain present day rules regulations and restrictions according to assigned readings and discussions.
- 4) Evaluate the economic, political, societal and organizational functions and roles of contemporary mass media and discuss their influences on contemporary discourse.
- 5) Based on assigned readings and study, analyze and interpret the persuasive and psychological impact of mass media on society, consumers, role and genders, stereotypes, race and gender.
- 6) Investigate current standards of good practice, and discuss the ethical and social responsibilities of print and electronic mass media.
- 7) Describe the role of new technologies on media globalization, and discuss the resulting effects on contemporary social and political discourse.
- 8) Describe the function and structure of the following mass media contexts: television news, newspapers, news services, advertising, public relations, photojournalism, magazines, radio and television stations, film industry, recording industry, book publishing, online communications, and network/cable television, and explain the role of each in shaping modern day society.

Method of Evaluation

A grading system will be established by the instructor and implemented uniformly. Grades will be based on demonstrated proficiency in subject matter determined by multiple measurements for evaluation, one of which must be essay exams, skills demonstration or, where appropriate, the symbol system.

- 1) Written exams that require students to identify and describe social and political theories of mass communication including print and electronic media, the history of mass media, and the function and structure of the various mass media contexts.
- 2) Papers that require students to investigate and analyze current practices, problems, issues and trends in mass media, evaluate and assess the economic, political, societal and organizational impacts on mass media, and the impact of new technologies on media globalization.
- 3) Journals that require students to make written entries that are the result of investigation and analysis of current practices, problems, issues and trends in the persuasive and psychological impact of mass media on society, consumers, race and gender stereotypes and the roles and ethical responsibilities of print and electronic mass media.
- 4) Case studies that require students to apply social and political theories of mass communication to print and electronic media contexts.

Special Materials Required of Student

None

Instructional Facilities

Smart classroom with moveable seats, video recording/playback equipment

Method of Instruction

- 1) Lecture
- 2) Discussion and group activities
- 3) Multimedia presentations

Out-of-Class Assignments

- 1) Reading assignments
- 2) Written exercises
- 3) Conduct research for assigned projects

- 4) Prepare presentations for in-class activities and simulations

Texts and References

- 1) Required: (representative examples):

- a. Turow, Joseph. *Media Today: An Introduction to Mass Communication*. 6th edition. Routledge, 2020.
- b. Campbell et al. *Media and Culture: Mass Communication in a Digital Age*. 11th edition. Bedford/St. Martin's, 2019.

- 2) Supplemental: None

Student Learning Outcomes

Upon successful completion of this course, students will be able to:

- 1) Apply social and political theories of mass communication to print and electronic media contexts based on materials presented in class.
- 2) Investigate, analyze and discuss current practices, problems, issues and trends in mass media and their influence on society.
- 3) Describe the role of new technologies on media globalization, and discuss the resulting effects on contemporary social and political discourse.