

Las Positas College
3000 Campus Hill Drive
Livermore, CA 94551-7650
(925) 424-1000
(925) 443-0742 (Fax)

Course Outline for MSCM 5
INTRO TO MASS COMMUNICATIONS
Effective: Fall 2003

I. CATALOG DESCRIPTION:

MSCM 5 — INTRO TO MASS COMMUNICATIONS — 3.00 units

History of the press and mass media; the political, social and economic impact of the press on government and public opinion.

3.00 Units Lecture

Strongly Recommended

ENG 1A - Critical Reading and Composition
or

-

Grading Methods:

Letter Grade

Discipline:

	<u>MIN</u>
Lecture Hours:	54.00
Total Hours:	54.00

II. NUMBER OF TIMES COURSE MAY BE TAKEN FOR CREDIT: 1

III. PREREQUISITE AND/OR ADVISORY SKILLS:

Before entering this course, it is strongly recommended that the student should be able to:

A. ENG1A

IV. MEASURABLE OBJECTIVES:

Upon completion of this course, the student should be able to:

- A. demonstrate knowledge of the operations and effects of print and electronic media as social forces;
- B. demonstrate knowledge of the legal and ethical aspects of the medium as profit- making operations;
- C. explore job opportunities.

V. CONTENT:

- A. The nature of mass communications
 - 1. Overview of mass media
 - 2. Media as a business
 - 3. Government regulation, self-regulation, and ethics
 - 4. Print media: history and current use
 - 5. Kinds of media
 - a. Newspapers
 - b. Magazines
 - c. Books
 - d. Movies
 - e. Radio and sound recordings
 - f. Television
 - g. Internet and electronic media
- B. Economic and political influences of the media
- C. Advertising
- D. Public relations
- E. Media support
- F. The news process
- G. Employment in the media

VI. METHODS OF INSTRUCTION:

- A. **Lecture** -
- B. Small group and whole class discussion

- C. Written work, including summaries, papers, and exams
- D. Guest presentations
- E. Possible field trips to different media companies
- F. Films, video tapes, and recordings

VII. TYPICAL ASSIGNMENTS:

A. Reading and Writing: 1. Read Chapter 1 of *Media Today: An Introduction to Mass Communications* and prepare a summary of the chapter. B. Writing 1. Complete a five-page paper discussing the right to privacy and the press

VIII. EVALUATION:

A. **Methods**

B. **Frequency**

- 1. Monthly examinations and papers
- 2. Weekly summaries
- 3. Semester-long preparation of portfolio

IX. TYPICAL TEXTS:

- 1. Campbell, Richard *Media & Culture: An Introduction to Mass Communications.*, Bedford/St. Martin's, 2003.
- 2. Merrill, John C. *Journalism Ethics: Philosophical Foundations for News Media.*, Bedford/St. Martin's, 1997.
- 3. Turrow, Joseph *Media Today: An Introduction to Mass Communications.*, Houghton Mifflin, 1999.

X. OTHER MATERIALS REQUIRED OF STUDENTS: