

Las Positas College  
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## Course Outline for MSCM 5

### INTRODUCTION TO MASS COMMUNICATIONS

Effective: Spring 2014

#### I. CATALOG DESCRIPTION:

MSCM 5 — INTRODUCTION TO MASS COMMUNICATIONS — 3.00 units

Survey of mass communication and the interrelationships of media with society, including history, structure, and trends in a digital age. Discussion of theories and effects, economics, technology, law and ethics, global media, media literacy, and social issues, including gender and cultural diversity.

3.00 Units Lecture

#### **Strongly Recommended**

- Eligibility for ENG 1A -

#### **Grading Methods:**

Letter or P/NP

#### **Discipline:**

	<b>MIN</b>
<b>Lecture Hours:</b>	54.00
<b>Total Hours:</b>	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. -Eligibility for ENG 1A

#### IV. MEASURABLE OBJECTIVES:

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

- A. Identify and describe the major mass media
- B. Explain the influence and role of technology in affecting mass media content and the impact it has on society
- C. Analyze the media's influence on society and society's influence on the media
- D. Evaluate the role, power, and influence of the mass media
- E. Describe the history of mass media in the United States
- F. Identify and describe the five freedoms of the First Amendment
- G. Demonstrate a general understand of the legal responsibilities of the mass media, including areas of libel, privacy, pornography, copyright, and freedom of information
- H. Describe global media trends

#### V. CONTENT:

- A. The nature of mass communications
  1. Overview of mass media in the process of communication
  2. Mass media purposes and structures
    - a. Newspapers
    - b. Magazines
    - c. Books
    - d. Movies
    - e. Radio and sound recordings
    - f. Television
    - g. Internet and electronic media, including social media
- B. Mass media and technology
  1. The impact of technology on mass media content
  2. The impact of mass media technology on society
- C. Mass media as a societal, cultural, and economic force
  1. Mass media as an industry
  2. Mass media's role in global development
- D. Mass media influence and power
  1. Mass media's impact on society
  2. Society's impact on mass media

- 3. The evolving role of mass media in society
- 4. Media literacy
- E. History of individual media and current use
- F. The five freedoms of the First Amendment
  - 1. Speech
  - 2. Press
  - 3. Religion
  - 4. Assembly
  - 5. Petition
- G. Legal and ethical issues relating to media
  - 1. Libel
  - 2. Privacy
  - 3. Pornography
  - 4. Copyright
  - 5. Freedom of information
  - 6. Ethical standards
  - 7. Industry standards
  - 8. Regulation
- H. Global media

#### VI. METHODS OF INSTRUCTION:

- A. **Lecture** -
- B. **Audio-visual Activity** - Films, videotapes, recordings, and use of internet
- C. **Projects** - Written work, including summaries, papers, and exams
- D. **Research** -
- E. **Critique** -
- F. **Discussion** - Small group and whole class discussion
- G. **Classroom Activity** -
- H. **Guest Lecturers** -
- I. **Student Presentations** -
- J. **Written exercises and case studies** -
- K. **Field Trips** -

#### VII. TYPICAL ASSIGNMENTS:

- A. Reading and Writing: Read Chapter 1 of *The Media of Mass Communication* and prepare a brief summary of the chapter and an analysis of the Case Study at the end of the chapter.
- B. Writing: Complete a five-page paper discussing the internet's role in political change.
- C. Analysis: Go 24 hours without media--no phones, no computers, no radio, no television--and analyze your experience in 500 words or less, making reference to social and cultural norms.

#### VIII. EVALUATION:

- A. **Methods**
  - 1. Exams/Tests
  - 2. Quizzes
  - 3. Research Projects
  - 4. Papers
  - 5. Oral Presentation
  - 6. Projects
  - 7. Group Projects
  - 8. Class Participation
  - 9. Class Performance
- B. **Frequency**
  - 1. Weekly quizzes, class participation, and individual and group projects
  - 2. Monthly examinations, papers, oral presentations
  - 3. Semester-long preparation of research projects and papers

#### IX. TYPICAL TEXTS:

- 1. Rodman, George (2011). *Mass Media in a Changing World* (4th ed.). New York City, New York: McGraw Hill.
- 2. Vivian, John (2012). *Media of Mass Communications* (11th ed.). Upper Saddle River, New Jersey: Pearson.
- 3. Baran, Stanley (2012). *Introduction to Mass Communication: Media Literacy and Culture* (7th ed.). New York City, New York: McGraw Hill.
- 4. Campbell, Richard, C.R. Martin, B. Fabos (2012). *Media Essentials: A Brief Introduction* (2nd ed.). Boston, Massachusetts: Bedford/St. Martin's.
- 5. Biagi, Shirley (2012). *Media Impact: An Introduction to Mass Media* (10th ed.). Boston, Massachusetts: Wadsworth.

#### X. OTHER MATERIALS REQUIRED OF STUDENTS: