

Las Positas College
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Course Outline for MSCM 5

INTRODUCTION TO MASS COMMUNICATIONS

Effective: Spring 2017

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:

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

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. DE Component: Post your summary and analysis on the Discussion Board. Read and respond to at least five other posting by students, focusing on how the other students' analyses were similar to yours and how they were different.

B. Writing: Complete a five-page paper discussing the internet's role in political change. DE Component: Post a draft to the Discussion Board. In groups, give feedback on how to improve the draft.

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. DE Component: Post this on the Discussion Board, and read and respond to at least five other posting by students, focusing on how the other students' experiences were similar to yours and how they were different.

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, S. (2013). *Introduction to Mass Communication: Media Literacy and Culture* (8th 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, S. (2014). *Media Impact: An Introduction to Mass Media* (11th ed.). Boston, Massachusetts: Wadsworth.

X. OTHER MATERIALS REQUIRED OF STUDENTS: