

Crafton Hills College Course Outline

1. **Discipline:** Journalism
2. **Department:** Language Arts
3. **Course Title:** Mass Communication in Society
4. **Course I.D.:** JOUR 135
5. **Prerequisite(s):** None
Corequisite(s): None
Departmental Recommendation(s): None
6. **Semester Units:** 3
7. **Minimum Semester Hours:**
Lecture: 48 Lab: 0 Clinic: 0 Field: 0
8. **Need for the Course:**
 - A. An introductory course in mass communication is an essential part of any communication curriculum and is needed as the college begins to establish a series of courses for students interested in journalism, broadcasting, radio/television/film and media studies.
 - B. A course in mass communication is valuable for any student who is an audience member of contemporary mass media and is necessary to assist them in becoming critical consumers of the mass media.
 - C. A course in mass communication will transfer to most four-year institutions, including schools in the California State University and University of California systems.
9. **Goals of the Course:**
 - A. To provide students an introduction to mass communication and lay a foundation that will encourage students to pursue further study in the field.
 - B. To raise awareness in students of the role and effect of the mass media in all aspects of American life.
 - C. To equip students with the skills necessary to become critical consumers of the mass media.
 - D. To provide students with opportunities to develop oral and written communication, research and critical thinking skills applicable and useful for other college level work.
10. **Catalog Description:**

An introduction to contemporary mass media including television, radio, film, print media and computer-mediated communication. Exploration of the theories, history, effects, and role of mass communication both in the United States and globally. Critical analysis of mass media messages. This course is also offered as SPEECH 135.

11. Schedule Description:

An introduction to contemporary mass media including television, radio, film, print media and computer-mediated communication. Exploration of the theories, history, effects, and role of mass communication. Critical analysis of mass media messages.

12. Entrance Skills:

A. Requisite Skills: None

B. Recommended Skills: None

13. Course Objectives:

Upon satisfactory completion of the course, students will be able to:

- A. compare and contrast various models of mass communication
- B. describe the role and influence of the mass media in shaping society and creating a “global village”
- C. identify forces which shape and control the media
- D. describe the historical development, impact and use of print media including books, magazines and newspapers
- E. describe the historical development, impact and use of electronic media including television, radio and film
- F. describe the historical development, impact and use of computer mediated communication
- G. compare and contrast contemporary print media, electronic media and computer mediated communication
- H. explain the relationship of auxiliary industries including advertising, public relations and entertainment to the mass media
- I. identify various laws and policies that regulate the mass media
- J. engage in a dialogue concerning the role of ethics in mass communication
- K. analyze and evaluate contemporary mass media messages
- L. analyze current and predict future trends in the mass media

14. Representative Texts and Instructional Materials:

Baran, S. (2006). Introduction to Mass Communication: Media Literacy and Culture 4/e. Boston: McGraw Hill.

Biagi, S. (2005). An Introduction to Mass Media 7/e. Belmont, CA: Wadsworth.

DeFleur, M & Dennis, E. (2002). Understanding Mass Communication 7/e. Boston: Houghton-Mifflin.

Dominick, J. (2005). The Dynamics of Mass Communication 8/e. Boston: McGraw Hill.

Straubhaar, J & LaRose, R. (2006). Media Now: Understanding Media, Culture and Technology 5/e. Belmont, CA: Wadsworth.

Turrow, J. (2003). Media Today: An Introduction to Mass Communication 2/e. Boston: Houghton- Mifflin.

Appropriate samples of mass media messages including books, magazines, newspapers, recordings of television and radio programming and film.

15. Course Content

- A. Introduction to Mass Communication
 - 1. Model of Mass Communication
 - 2. Media in America
 - 3. Functions of the Media
 - 4. Theories of Mass Media's Effect on Society
 - 5. Role and Effect of Mass Media
 - a. Personal
 - b. Political
 - c. Socio-economic
 - 6. Factors affecting Mass Media
 - a. Technological Developments
 - b. Governmental Regulation
 - c. Audience Demands
- B. Print Media
 - 1. Book Publishing
 - a. Growth of a Literate Culture
 - b. Books in American Life
 - c. Publishing Process
 - d. Effect of Technology on Book Publishing
 - 2. Newspapers
 - a. Historical Development of Newspaper Industry
 - b. Gathering, Selecting and Presenting News
 - 3. Magazines
 - a. Development of the American magazine
 - b. Magazines in the 20th Century
 - c. Diversity of Modern Magazines
- C. Electronic Media
 - 1. Radio
 - a. Development of Radio
 - b. Golden Age of Radio
 - c. Challenge of Television
 - d. The Recording Industry and its affect on Radio
 - e. Contemporary Radio
 - 2. Television
 - a. Birth of Television
 - b. Television Age
 - c. Alternatives to Network Television
 - d. Technology as a Driving Force
 - 3. Film
 - a. Silent Film Era
 - b. Development of Studios and Movie Industry
 - c. Contemporary Film Industry
- D. Computer Mediated Communication
 - 1. Development of the Personal Computer
 - 2. The Internet and the Information Superhighway
 - 3. Future of Computer Mediated Communication
- E. Auxiliary Industries
 - 1. Advertising

- 2. Public Relations
- 3. Entertainment
- F. Law and Ethics of Mass Communication
 - 1. First Amendment Rights and Responsibilities
 - 2. Governmental Regulation
 - a. Monopoly Control
 - b. Licensing
 - c. Censorship
 - 3. Other forms of Media Regulation
 - 4. Ethics in the Mass Media
 - 5. Balancing Law and Ethics in the Mass Media
- G. Mass Communication Research
- H. Current and Future Trends in Mass Media

16. Methods of Instruction

- A. Lecture
- B. Small group discussion of reading assignments and pertinent concepts
- C. Activities and exercises both in and outside the classroom
- D. Small group presentations
- E. Guest speakers
- F. Recorded video/audio programming

17. Assignments and Methods of Evaluation

- A. Quizzes, tests and examinations (40-60%)
- B. Written work including media research, reactions, journals and analyses (30-40%)
- C. Oral presentations (0-20%)
- D. Formal research report (0-20%)
- E. Participation (0-10%)

18. Distributed Education Methods of Instruction: See attached form