

DIGITAL MEDIA COMMUNICATIONS (DMC)

DMC C100 3 Units (54 lecture hours)

Introduction to Mass Communication

Grading Mode: Standard Letter

Transfer Credit: CSU; UC.

Formerly: MCOM C100. Explore the dynamic world of Mass Communication, delving into the intricate interplay between mass media, society, and technology. This comprehensive course offers an in-depth examination of mass media's functions, responsibilities, practices, and influential impacts on contemporary culture. Dive into the fascinating realm of media history and its profound role in shaping our modern world. Uncover the critical analysis of mass media's multifaceted roles in information dissemination, entertainment, and persuasion. From the conventional channels of television, newspapers, and radio to the ever-evolving landscape of social media, blogs, podcasts, and new media, you'll develop a broad understanding of mass communication's structural dynamics, functions, and societal obligations.

DMC C150 3 Units (54 lecture hours)

Introduction to Public Relations

Grading Mode: Standard Letter

Transfer Credit: CSU.

This introductory course provides an overview of public relations (PR) as a strategic communication discipline. Students will explore the fundamental principles and practices of PR, including media relations, crisis communication, event planning, and social media management. The course emphasizes the role of public relations in shaping public perception and fostering positive relationships between organizations and their stakeholders.

DMC C160 3 Units (54 lecture hours)

Social Media Strategies

Grading Mode: Standard Letter

Transfer Credit: CSU.

This course explores the dynamic landscape of social media and emerging media strategies, focusing on their application in organizational contexts. Students will gain an understanding of various social media platforms, content creation techniques, audience engagement strategies, and analytics tools. The course will also address ethical considerations and best practices in social media use, preparing students to effectively navigate and leverage these technologies in professional settings.

DMC C161 3 Units (54 lecture hours)

Writing for Social Media

Grading Mode: Standard Letter

Transfer Credit: CSU.

This course focuses on the essential skills and techniques required for effective writing in social media contexts. Students will learn how to craft engaging, concise, and audience-targeted content across various platforms. The course emphasizes understanding the unique characteristics of platforms, developing a brand voice, and utilizing multimedia elements to enhance storytelling. Through practical assignments and real-world examples, students will develop the ability to create compelling social media content that resonates with diverse audiences.

DMC C162

3 Units (54 lecture hours)

Social Media and Mobile Journalism

Grading Mode: Standard Letter

Transfer Credit: CSU.

This course explores the intersection of social media and mobile journalism, examining how these platforms are transforming news reporting and consumption. Students will learn the fundamentals of creating compelling journalistic content for mobile devices and social media platforms, understand the ethical implications of digital journalism, and develop skills in multimedia storytelling. The course will include hands-on assignments that encourage students to produce and share news stories using mobile technology while considering the dynamics of audience engagement and digital distribution.