

MASS COMMUNICATIONS (MCOM)

MCOM C100 **3 Units (54 lecture hours)**
Introduction to Mass Communications
Grading Mode: Standard Letter
Transfer Credit: CSU; UC.

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. Letter Grade only.

MCOM C140 **3 Units (54 lecture hours)**
Public Relations
Grading Mode: Standard Letter, Pass/No Pass
Transfer Credit: CSU.

Formerly COMM C140. Overview and analysis of the management of publicity using the media as a vehicle to persuade and influence groups of people through effective organizational communications. Various examples of successful campaigns will be examined in addition to historical events and contemporary publicity. Graded or Pass/No Pass option.

MCOM C150 **3 Units (54 lecture hours)**
Introduction to Radio, TV, Film
Grading Mode: Standard Letter, Pass/No Pass
Transfer Credit: CSU.

Overview and analysis of the radio, TV, and film industries in the U.S. Also explored is the impact of global broadcasting, cable TV, the Internet, and satellite technologies. Graded or Pass/No Pass option.