

CMST A180: INTRODUCTION TO MASS COMMUNICATIONS

Item	Value
Curriculum Committee Approval Date	09/23/2020
Top Code	060100 - Media and Communications, General
Units	3 Total Units
Hours	54 Total Hours (Lecture Hours 54)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Open Entry/Open Exit	No
Grading Policy	Standard Letter (S)
Associate Arts Local General Education (GE)	<ul style="list-style-type: none"> Area 1B Communication and Analytical Thinking (OA2) Area 3 Arts and Humanities 3A Theory (OC1)
Associate Science Local General Education (GE)	<ul style="list-style-type: none"> Area 1B Communication and Analytical Thinking (OAS2) Area 3B Humanities (OSC2)
California General Education Transfer Curriculum (Cal-GETC)	<ul style="list-style-type: none"> Cal-GETC 3B Humanities (3B)
Intersegmental General Education Transfer Curriculum (IGETC)	<ul style="list-style-type: none"> IGETC 3B Humanities (3B)
California State University General Education Breadth (CSU GE-Breadth)	<ul style="list-style-type: none"> CSU C2 Humanities (C2)

Course Description

A survey of major mass mediums and their influence on the artistic and cultural expression of contemporary society. Appreciate the aesthetics of and evaluate radio, television, film, print media, and Internet. Advertising, PR, media law and ethics are covered. Students learn analytical skills to help become critical consumers/developers of media. Transfer Credit: CSU; UC. C-ID: JOUR 100. **C-ID:** JOUR 100.

Course Level Student Learning Outcome(s)

1. Identify and distinguish mass communication theories and concepts and apply to mediated communication.
2. Analyze trends in mass media content and form, and predict future effects.
3. Discuss the historical development of forms of mass media and their influence on culture.
4. Discuss laws and regulations that attempt to regulate media in the United States.
5. Evaluate the relationship between mass communications and popular culture.

Course Objectives

1. Apply analytical skills to make them more critical purveyors of the mass media.
2. Trace how the various mass media move through three stages of evolution.
3. Discuss the effectiveness of mass media as a source of information.
4. Trace the historical development and influence on culture of various forms of media.
5. Compare and contrast the cultural implications of the Print and Broadcast media.
6. Explain the future effects of modern forms of media on the artistic content of messages.
7. Describe media literacy and its importance in today's society.
8. Evaluate the relationship between mass communications and our popular culture.
9. Explain the dynamic nature of the field of mass communications.
10. Compare and contrast communications theory and research.
11. Discuss the various laws and regulations that attempt to control media operations in the United States.
12. Explain the role and responsibilities of the news media in an informed society.

Lecture Content

1. Culture and Mass Communications a. Global communications Mass Media and national development Mass Communications and culture Marshall McLuhan Dwight McDonald Susan Sontag Herbert Gans Media induced ritual Cultural transmission Historical transmission Contemporary transmission b. Communications theories c. Media effect on society and the individual Ethics, Media, and the Arts over time 400 B.C. through the present The Golden Mean Immanuel Kant John Stuart Mill John Dewey Upton Sinclair John Rawls 2. History, future, and cultural implications of the Print media. ext-decoration: line-through; a. Books Books in human history -1440 s to the present Guttenberg, Puritans, McGuffey, American novels, Government Printing Office, Project Gutenberg, Amazon.com, E-Book, downloadable books Books in national development Censorship Future trends b. Newspapers Notable dailies 1851-present Content diversity and depth Evaluating newspapers The future of newspapers Magazines Magazine 1741-present Influence-contributions to nationhood Evaluating magazines Future of magazines 3. History, future, and cultural implications of the Broadcast media. a. Motion pictures Cultural impact Aesthetics Movie industry Ownership Technology

Future Radio Regional and global impact News Networks Radio abroad c. Recorded music Recorded music as a social force Technology Industry Demassification Evaluating record companies Censorship Future of recordings Television Influence on people, culture and other media Technology Networks Cable Evaluating television e. The Internet World Wide Web History Information highway Commerce Nonlinear communication Evaluation Public policy Future 4. Media Shapers, Media Law a. Public relations Origins, importance Timeline Future b. Advertising Development Problems and issues Future c. Media law The U.S. Constitution and historical perspective Key cases Censorship Characteristics of crimes and torts

Method(s) of Instruction

- Lecture (02)
- DE Online Lecture (02X)

Instructional Techniques

Lecture, class discussion of assigned textbook readings, group work, guest speakers, video presentations, role-play exercises, quizzes, exams, classroom activities, writing assignments, out of class assignments

Reading Assignments

Textbook readings, research reading assignments. As assigned by instructor. .5-3 hours per week.

Writing Assignments

Research papers, annotated bibliographies, online blogs or journals. .5-2 hours per week.

Out-of-class Assignments

Written projects, video projects. As assigned by instructor. .5-2 hours per week.

Demonstration of Critical Thinking

Required Writing, Problem Solving, Skills Demonstration

1. Participation and attendance: engaging in classroom role-play and discussion. 2. Term paper: several options will be available depending upon the instructor. 3. Exams: three exams based on text material and classroom discussions. 4. Homework: various assignments will be given to make sure students understand the material as the semester progresses.

Eligible Disciplines

Communication studies (speech communication): Master's degree in speech, speech broadcasting, telecommunications, rhetoric, communication, communication studies, speech communication, or organizational communication OR bachelor's degree in any of the above AND master's degree in drama/ theater arts, mass communication, or English OR the equivalent. Master's degree required.

Textbooks Resources

1. Required Pavlik, J., McIntosh, S.. Converging Media: A New Introduction to Mass Communication, 5th ed. Oxford, 2016 2. Required Biagi, Shirley. Media/Impact, 12th ed. Cengage Learning, 2017 3. Required Hart, William.. Introduction to Mass Media, online ed. Merlot/Wikibooks, 2020

Other Resources

1. Selected materials will be provided and distributed by the instructor.