

CMST G180: INTRODUCTION TO MASS COMMUNICATION

Item	Value
Curriculum Committee Approval Date	03/16/2021
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)
California General Education Transfer Curriculum (Cal-GETC)	<ul style="list-style-type: none"> • Cal-GETC 3B Humanities (3B) • Cal-GETC 4 Social & Behavioral Sciences (4) • Cal-GETC 4G Interdiscipline Study (4G)
Intersegmental General Education Transfer Curriculum (IGETC)	<ul style="list-style-type: none"> • IGETC 3B Humanities (3B) • IGETC 4 Social&Behavioral Sci (4) • IGETC 4G Interdiscipline Study (4G)
California State University General Education Breadth (CSU GE-Breadth)	<ul style="list-style-type: none"> • CSU C2 Humanities (C2) • CSU D Soc Politic Econ Inst (D)

Course Description

Formerly: COMM G180. A survey of the major forms of mass media and their influence on the artistic, cultural and social expression of contemporary society. An evaluation and appreciation of advertising, propaganda, public relations, magazines, newspapers, books, radio, television, film, recorded music, and the Internet, including the impact of social media. Students will learn to analyze and identify trends, cause and effect and ethical issues in the mass media to help them become critical consumers of the media. Transfer Credit: CSU; UC. C-ID: JOUR 100.C-ID: JOUR 100.

Course Level Student Learning Outcome(s)

1. Course Outcomes
2. Explain and evaluate the different techniques used in various mass communications.
3. Measure the effectiveness of the different techniques used in various mass communications.
4. Assess the impact and importance of the mass media on society.

Course Objectives

- 1. Identify relevant issues, ethical concerns, practices, history of advertising, propaganda and public relations.

- 2. Identify terms, relevant historical development and issues relating to the growth and possible demise of the interrelated media of books, newspapers and magazines.
- 3. Identify important stages, individuals, terms, trends in the electronic and visual media of films, radio and TV.
- 4. Identify, define and understand terms, turning points, concepts and individuals relevant to the development, influence and possible future of recorded popular music, computers and the Internet.

Lecture Content

A. Advertising 1. Practices 2. Ethical issues 3. Social impactB. Propaganda 1. Theory of propaganda 2. Presidential campaigns 3. Nazi GermanyC. Public relations 1. Practices 2. Impact on mass media 3. Ethical issuesD. Books 1. Influence of literacy 2. Censorship 3. Growth of publishing industry 4. Contemporary issues, including electronic alternativesE. Newspapers 1. History and development2. Role as watchdog of government 3. Technological changes and challengesF. Magazines 1. General interest vs. special interest 2. Importance of demographic and psychographic issues 3. Electronic alternativesG. Film 1. Growth and development, including Silent Film era, Production Code, "Golden Age" 2. Values in films 3. Impact of competing technologiesH. Radio 1. Theory of govt. control of electronic media 2. Radio as sole electronic media (1920-1945) 3. Impact of television 4. Formatting 5. Effects of new technology.I. Television 1. History and development 2. Social influences of TV 3. Values of TV programming 4. Effects of new technologyJ. Recorded music 1. History and development 2. Connections between music and societal changes at large. 3. Effects of new technologyK. Computers 1. History and development 2. Effects on society and the economy.L. Internet 1. History and development 2. Effects in society and economyM. Social media 1. Effects on society at large 2. Relationship with an impact on traditional advertising

Method(s) of Instruction

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

Reading Assignments

Textbook and supplemental materials.

Writing Assignments

Students will write essay responses demonstrating their ability to evaluate and compare the techniques, approaches and appeals of the mass media.

Out-of-class Assignments

Demonstration of Critical Thinking

1. Students will demonstrate the ability to analyze and evaluate the techniques, approaches and appeals of the mass media. 2. Students will relate knowledge of forces and trends in society and the mass media.

Required Writing, Problem Solving, Skills Demonstration

Students will write essay responses demonstrating their ability to evaluate and compare the techniques, approaches and appeals of the mass media.

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 Dominick, Joseph. The Dynamics of Mass Communication, ed. McGraw-Hill, 2012 Rationale: Textbook 2. Required Whittaker, Ron. Elements of Mass Communication, ed. OER, 2018