

DMC C100: INTRODUCTION TO MASS COMMUNICATION

Item	Value
Curriculum Committee Approval Date	12/06/2024
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)
Local General Education (GE)	<ul style="list-style-type: none"> Area 1B Oral Communication and Critical Thinking (CA1) Area 4 Social and Behavioral Science (CD1)
California General Education Transfer Curriculum (Ca-GETC)	<ul style="list-style-type: none"> Ca-GETC 4 Social & Behavioral Sciences (4)
Intersegmental General Education Transfer Curriculum (IGETC)	<ul style="list-style-type: none"> IGETC 4 Social&Behavioral Sci (4)
California State University General Education Breadth (CSU GE-Breadth)	<ul style="list-style-type: none"> CSU D Soc Politic Econ Inst (D)

Course Description

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. Transfer Credit: CSU; UC.

Course Level Student Learning Outcome(s)

1. Analyze the role and impact of mass communication on societal and cultural communication practices.
2. Critically evaluate content on media platforms in terms of message, bias, ethics, and effect.
3. Establish how media literacy and communication skills provide a foundation for further studies in communication and related fields.

Course Objectives

1. Define and describe the fundamental concepts and components of Mass Communication, including media types, key theories, and historical developments.
2. Examine the historical evolution of mass media and its significance in shaping society, culture, and communication practices.
3. Recognize the multifaceted roles and responsibilities of mass media in information dissemination, entertainment, and shaping public discourse.
4. Distinguish between traditional and new media platforms, their characteristics, and their impact on contemporary communication.
5. Critically assess the relationship between media and society, including issues of representation, diversity, and media's role in shaping public opinion.
6. Cultivate media literacy skills to critically analyze content, recognize biases, and assess source credibility.
7. Investigate technological advancements in mass communication, including the convergence of media platforms and ethical considerations in the digital era.
8. Evaluate the cultural impact of mass media, including its influence on pop culture, advertising, and political communication.
9. Identify current trends and career opportunities in mass communication, preparing students for further studies or professional roles requiring media literacy and communication skills.

Lecture Content

Introduction to mass communication Historical evolution of mass communication. Theories and models of mass communication. The role of mass media in society Media history and impact Print media and the Gutenberg revolution Rise of electronic media: radio and television The digital age: birth of the internet and new media Evolution of print media Functions and responsibilities of mass media Information dissemination and journalism ethics Entertainment industry and cultural influences Mass media as a tool for social change Journalism ethics and objectivity Traditional media and new media Television and its influence Newspapers: Role and challenges in the digital era Radio in the age of streaming Emergence of social media and user-generated content The power of blogs, podcasts, and online communities Media and society Mass media and cultural hegemony Representation and diversity in media Media literacy and critical consumption Media technology and transformation Technological innovations in mass media Convergence of media platforms Ethical and legal issues in the digital age Media's role in contemporary culture P op culture and mass media Advertising and consumer culture Political communication and media's influence on public opinion Mass media and the future Predicting trends in mass communication Ethical challenges in media technology Preparing for a career in mass communication Trends and predictions in mass communication The role of mass media in a globalized world The impact of mass communication on future generations

Method(s) of Instruction

- Lecture (02)
- DE Online Lecture (02X)
- Video one-way (ITV, video) (63)

Instructional Techniques

lecture or lecture video, class discussion or online discussion forums, assigned readings, guest speakers, role-play exercises, quizzes, exams, group activities, presentations, and writing assignments.

Reading Assignments

Regular reading from selected textbook and or Open Educational Resource (OER) Regular reading from current print and or online periodicals, blogs, and social media platforms

Writing Assignments

Assignments will cover a spectrum of mass communication skills, including writing, analysis, strategic planning, and practical application, providing students with a well-rounded experience in the field. Media Analysis Essay: Students analyze a selected media artifact (article, advertisement, video, etc.) applying key mass communication theories to critically assess its content, message, and impact. Research Paper on Media History: Students delve into the historical evolution of a specific aspect of mass communication, exploring its significance and impact over time. Short answer or long form essay exams.

Out-of-class Assignments

Assignments will cover a spectrum of mass communication skills, including writing, analysis, strategic planning, and practical application, providing students with a well-rounded experience in the field. Instructors may utilize the following Research and analysis of news and course related information from various media sources each week. Digital Media Production Project: Students create a multimedia project (video, podcast, or infographic) showcasing their skills in digital storytelling, incorporating elements learned in the course. Media Ethics Case Study Analysis: Students examine real-world ethical dilemmas in media, critically analyzing the issues involved and proposing ethically sound solutions. Cultural Impact Presentation: Students research and present on how a particular form of mass communication (e.g., film, music, social media) has influenced culture, emphasizing both positive and negative impacts. Group Project - Media Campaign Critique: In teams, students evaluate and critique a current media campaign, considering its effectiveness, audience targeting, and alignment with broader communication goals. Media Literacy Workshop: Students design and conduct a workshop aimed at enhancing media literacy skills among their peers, emphasizing the ability to critically evaluate and navigate contemporary media content.

Demonstration of Critical Thinking

Students will be evaluated upon actively demonstrating critical thinking skills across various assignments. Through tasks such as media analysis and ethical case study analysis, students will engage in thoughtful examination and evaluation of mass communication concepts. They will apply critical thinking to analyze the impact of media on society, consider ethical implications, and assess the effectiveness of communication strategies. The course structure encourages students to develop a nuanced understanding of mass communication by challenging them to think critically about the dynamic interplay between media, culture, and society.

Required Writing, Problem Solving, Skills Demonstration

Students will be evaluated across various writing assignments including media analysis and research of media history and future impacts of media in society. Analysis of students writing will demonstrate skills, concepts, and theories of mass communication.

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. Journalism: Master's degree in journalism or communication with a specialization in journalism OR bachelor's degree in either of the above AND master's degree in English, history, communication, literature, composition, comparative literature, any social science, business, business administration, marketing, graphics, or photography OR the equivalent. Master's degree required. Mass communication: Master's degree in radio, television, film, mass communication, or journalism OR bachelor's degree in any of the above AND master's degree in drama/theater arts, communication, communication studies, business, telecommunications, or English OR the equivalent. Master's degree required.

Textbooks Resources

1. Required Baran, Stanley. Introduction to Mass Communication: Media Literacy and Culture, 12th ed. McGraw Hill, 2023 2. Required Vivian, J.. Media of Mass Communication, 12th ed. Pearson, 2021 3. Required Pavlik, J., McIntosh, S.. Converging Media: An Introduction to Mass Communication and Digital Innovation, 7th ed. Oxford University Press, 2023

Other Resources

1. Coastline Library