JEFFERSON COLLEGE

COURSE SYLLABUS

COM130

INTRODUCTION TO MASS MEDIA COMMUNICATIONS

3 Credit Hours

Prepared by:
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COM130  Introduction to Mass Media Communication

I. CATALOGUE DESCRIPTION
   A. Pre-requisites: Reading proficiency
   B. 3 Semester hours credit
   C. This course will examine mass media as well as its role in our lives and society. Topics include media theory and literacy, law and ethics, history, current trends, and convergence. Students will analyze a variety of media including print, radio, television, film, advertising, public relations, social media, gaming and the Internet. (F,S)

II. EXPECTED LEARNING OUTCOMES/ASSESSMENT MEASURES

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<thead>
<tr>
<th>COM130 Expected Learning Outcomes</th>
<th>Assessment Measures</th>
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<tr>
<td>Analyze media messages using a variety of skills and tactics</td>
<td>In class discussions, writing assignments, exams, presentations, group project</td>
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<td>Apply media theories to artifacts and their messages to discern their potential effects</td>
<td>In class discussions, writing assignments, exams, group project</td>
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<td>Identify the historical milestones in the print, television, film, commercial and new media industries</td>
<td>In class discussions, exams</td>
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<td>Identify current trends in print, electronic, commercial and new media</td>
<td>In class discussions, writing assignments, exams, presentations</td>
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<td>Examine the relationships between producers, owners and consumers of media</td>
<td>In class discussions, writing assignments, exams, presentations</td>
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<td>Analyze the influence of new and emerging technologies on media</td>
<td>In class discussions, writing assignments, exams</td>
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<td>Analyze the role of media in society</td>
<td>In class discussions, writing assignments, exams, presentations</td>
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<td>Examine the laws and regulations that control media and media companies</td>
<td>In class discussions, writing assignments, exams</td>
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<td>Analyze the ethical codes surrounding media producers and how they apply these ethics to their products</td>
<td>In class discussions, writing assignments, exams</td>
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III. OUTLINE OF TOPICS

A. Foundations
   1. Media literacy
   2. Media effects on consumers
   3. Media theories and major studies
   4. Media ownership
   5. Media convergence

B. Media Law and Ethics
   1. Regulating agencies and their development
   2. Major laws affecting media production
   3. Media ethics
   4. Media self-regulation

C. Journalism
   1. History of journalism in the United States
   2. Journalism’s role in American history
   3. The changing role of journalism
   4. The future of journalism

D. Print Media
   1. Books
   2. Magazines
   3. Newspapers

E. Electronic Media
   1. Film
   2. Radio and Sound Recording
   3. Television

F. New Media
   1. Gaming
   2. The Internet
   3. Social Media and Web 2.0

G. Media Business
   1. Advertising
   2. Public Relations

IV. METHODS OF INSTRUCTION

A. Lecture

B. Group discussions
C. Hands-on activities
D. Analysis and critique of media
E. Case studies
F. Journals

V. REQUIRED TEXTBOOKS


VI. REQUIRED MATERIALS

None

VII. SUPPLEMENTAL REFERENCES

A. Library databases
B. Media examples posted to Blackboard
C. Documentary films

VIII. METHOD OF EVALUATION

A. Exams
B. In class discussions
C. Writing assignments
D. Group project
E. Presentations

Grading scale:
- A 90-100%
- B 80-89.9%
- C 70-79.9%
- D 60-69.9%
- F 0-59.9%

IX. ADA AA STATEMENT

Any student requiring special accommodations should inform the instructor and the Coordinator of Disability Support Services in the Library, phone 636-481-3169.
X. ACADEMIC HONESTY STATEMENT

All students are responsible for complying with campus policies as stated in the Student Handbook (see college website, http://www.jeffco.edu)

XI. ATTENDANCE POLICY

Students earn their financial aid by regularly attending and actively participating in their coursework. If a student does not actively participate, he/she may have to return financial aid funds. Consult the College Catalog or a Student Financial Services representative for more details.