

FTMA M100: INTRODUCTION TO MASS COMMUNICATIONS

Originator

nblock

Co-Contributor(s)**Name(s)**

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College

Moorpark College

Discipline (CB01A)

FTMA - Film, Television, Media Arts

Course Number (CB01B)

M100

Course Title (CB02)

Introduction to Mass Communications

Banner/Short Title

Intro to Mass Communications

Credit Type

Credit

Start Term

Fall 2020

Co-listed (Same-as) Course(s)

JOUR M01

Taxonomy of Programs (TOP) Code (CB03)

0602.00 - *Journalism

SAM Priority Code (CB09)

C - Clearly Occupational

Control Number

CCC000433405

Primary Minimum Qualification

JOURNALISM

Department

Journalism (1045)

Division

MC Arts, Media & Comm Studies

Formerly

FTVM M01

Catalog Course Description

Surveys the mass communication media and their interrelationships with society, including history, structure, and trends in a global, digital age. Explores theory of mass communication, media effects, economics, gender and cultural diversity, and examines media law, ethics, technology, and social issues with an emphasis on media literacy.

Additional Catalog Notes

Formerly RT M01. Same course as JOUR M01

Taxonomy of Programs (TOP) Code (CB03)

0610.00 - *Mass Communications

Course Credit Status (CB04)

D (Credit - Degree Applicable)

Course Transfer Status (CB05) (select one only)

A (Transferable to both UC and CSU)

Course Basic Skills Status (CB08)

N - The Course is Not a Basic Skills Course

SAM Priority Code (CB09)

C - Clearly Occupational

Course Cooperative Work Experience Education Status (CB10)

N - Is Not Part of a Cooperative Work Experience Education Program

Course Classification Status (CB11)

Y - Credit Course

Educational Assistance Class Instruction (Approved Special Class) (CB13)

N - The Course is Not an Approved Special Class

Course Prior to Transfer Level (CB21)

Y - Not Applicable

Course Noncredit Category (CB22)

Y - Credit Course

Funding Agency Category (CB23)

Y - Not Applicable (Funding Not Used)

Course Program Status (CB24)

1 - Program Applicable

General Education Status (CB25)

Y - Not Applicable

Support Course Status (CB26)

N - Course is not a support course

Field trips

Will not be required

Grading method

Letter Graded

Alternate grading methods

Student Option- Letter/Pass
Pass/No Pass Grading

Does this course require an instructional materials fee?

No

Repeatable for Credit

No

Is this course part of a family?

No

Units and Hours

Carnegie Unit Override

No

In-Class

Lecture

Minimum Contact/In-Class Lecture Hours

52.5

Maximum Contact/In-Class Lecture Hours

52.5

Activity

Minimum Contact/In-Class Activity Hours

0

Maximum Contact/In-Class Activity Hours

0

Laboratory

Minimum Contact/In-Class Laboratory Hours

0

Maximum Contact/In-Class Laboratory Hours

0

Total in-Class

Total in-Class

Total Minimum Contact/In-Class Hours

52.5

Total Maximum Contact/In-Class Hours

52.5

Outside-of-Class

Internship/Cooperative Work Experience

Paid

Minimum Paid Internship/Cooperative Work Experience Hours

0

Maximum Paid Internship/Cooperative Work Experience Hours

0

Unpaid

Minimum Unpaid Internship/Cooperative Work Experience Hours

0

Maximum Unpaid Internship/Cooperative Work Experience Hours

0

Total Outside-of-Class

Total Outside-of-Class

Minimum Outside-of-Class Hours

105

Maximum Outside-of-Class Hours

105

Total Student Learning

Total Student Learning

Total Minimum Student Learning Hours

157.5

Total Maximum Student Learning Hours

157.5

Minimum Units (CB07)

3

Maximum Units (CB06)

3

Student Learning Outcomes (CSLOs)

Upon satisfactory completion of the course, students will be able to:	
1	compare and contrast the historical evolution of the media world to today's media landscape.
2	apply theories of media effects to critically assess the impact of media on society.
3	evaluate information distinguishing assertions of fact from opinion.

Course Objectives

Upon satisfactory completion of the course, students will be able to:	
1	identify the various media of mass communication and, through mass communication theory, evaluate their impact, influence, and interrelationships with society.
2	analyze critically and evaluate the messages and influence of mass communication to become media literate.
3	appraise the history, trends, and roles of the information, entertainment and persuasive media of mass communication.
4	identify and analyze ethical standards and issues in today's mass communication media.
5	describe and analyze media law, including the First Amendment and case law, in the areas of libel and slander, obscenity, copyright, privacy and freedom of information.
6	analyze the challenges, technologies, and trends facing media in today's changing and global society.
7	critique media effects theory, examining media's effects as they pertain to gender, cultural diversity, youth and societal values.

Course Content

Lecture/Course Content

- **5% - Effects**
 - Who or which conglomerates own which media of communications and how that ownership impacts the message
- **5% - Advertising**
 - Origin, history, development, ethics, challenges and current status of advertising as a medium of mass communication
- **10% - Film**
 - Origin, history, development, ethics, challenges and current status of film as a medium of mass communication
- **5% - Public Relations**
 - Origin, history, development, ethics, challenges and current status of public relations as a medium of mass communication
- **10% - Television**
 - Origin, history, development, ethics, challenges and current status of television as a medium of mass communication
- **5% - Radio**
 - Origin, history, development, ethics, challenges and current status of radio as a medium of mass communication
- **5% - Sound Recording**

- Origin, history, development, ethics, challenges and current status of sound recording as a medium of mass communication
- **5% - Magazines**
 - Origin, history, development, ethics, challenges and current status of magazines as a medium of mass communication
- **5% - Newspapers**
 - Origin, history, development, ethics, challenges and current status of newspapers as a medium of mass communication
- **5% - Books**
 - Origin, history, development, ethics, challenges and current status of books as a medium of mass communication
- **5% - Internet**
 - Origin, history, development, ethics, challenges and current status of the Internet as a medium of mass communication
- **10% - Social Media**
 - Sharing our lives online
- **5% - Media Messages**
 - Messages as a force in shaping society or as a reflection of society in its current form
- **10% - Media Law**
 - The laws governing media and their impact on today's media
- **5% - Media Ethics**
 - Ethical principles and decision making
- **5% - Global Media**
 - Media standards around the world

Laboratory or Activity Content

None.

Methods of Evaluation

Which of these methods will students use to demonstrate proficiency in the subject matter of this course? (Check all that apply):

Written expression

Methods of Evaluation may include, but are not limited to, the following typical classroom assessment techniques/required assignments (check as many as are deemed appropriate):

Classroom Discussion

Essay exams

Group projects

Individual projects

Objective exams

Oral presentations

Other (specify)

Projects

Participation

Quizzes

Reports/Papers/Journals

Reports/papers

Research papers

Other

Hand-outs relevant to lecture. Fill-in the blank study guides.

Instructional Methodology

Specify the methods of instruction that may be employed in this course

Audio-visual presentations

Class discussions

Case studies

Distance Education

Group discussions

Guest speakers

Instructor-guided interpretation and analysis

Internet research

Lecture

Other (specify)

Small group activities

Specify other method of instruction

Facilitate group discussions on media ownership and conglomeration of the industry.

Describe specific examples of the methods the instructor will use:

- Hold a discussion whether magazines have the responsibility to present a more realistic and well-round view of women. Or is it acceptable for magazines to alter images to fit into thin stereotype. Have the students bring in examples.

Representative Course Assignments**Writing Assignments**

1. Write a pitch for a television sitcom, drama or reality show and analyze how it will be different from other shows and who its audience and advertisers will be.
2. Pick an artist and select a two-minute media clip of his/her music video; evaluate in writing the video for message, gender or racial stereotypes, music/video content compatibility and value to society.
3. Develop a public relations campaign for a fictional candidate running for a real office; create a press packet, plan advertising and hypothesize which type of campaign best suits the audience or constituency. Combine and synthesize these elements into an evaluative essay.

Critical Thinking Assignments

1. Critique and evaluate the role, issues, and dangers of online communities in today's society.
2. Analyze and discuss in an essay whether the media speak in one voice or in many and justify with examples and evaluation.

Reading Assignments

1. Indiana University Bloomington's The Media School has compiled an "ethics case online database". Select a case and read the specific elements that are unique to that problem. Then in a paper discuss the issues that are addressed. What are some elements that played into your moral reasoning?
2. There is an enormous variety of images, or representations, of females in the media. Research the notion of how females are often presented in a dehumanized way in mass media and if this depiction can affect women.

Outside Assignments**Representative Outside Assignments**

1. Write an essay analyzing the difference between mass communication and the individual/alternative media.
2. Create a personal blog, podcast, or video.
3. Evaluate a website on its ease of navigation and its accessibility.
4. View contemporary and relevant films and analyze concepts related to media and society.

Articulation**C-ID Descriptor Number**

JOUR 100

Status

Approved

Equivalent Courses at 4 year institutions

University	Course ID	Course Title	Units
CSU Dominguez Hills	COM 100	Media and Society	3
CSU Chico	JOUR 101	Introduction to Communication	3
San Francisco State	JOUR 205	Social Impact of Journalism	3

Equivalent Courses at other CCCs

College	Course ID	Course Title	Units
Pasadena City College	COMM 1	Survey of Mass Communication	3

District General Education**A. Natural Sciences****B. Social and Behavioral Sciences****B2. Social and Behavioral Sciences**

Approved

C. Humanities**D. Language and Rationality****E. Health and Physical Education/Kinesiology****F. Ethnic Studies/Gender Studies**

Course is CSU transferable

Yes

CSU Baccalaureate List effective term:

F'1985

CSU GE-Breadth**Area A: English Language Communication and Critical Thinking****Area B: Scientific Inquiry and Quantitative Reasoning****Area C: Arts and Humanities****Area D: Social Sciences**

D Social Sciences

Approved

Area E: Lifelong Learning and Self-Development**CSU Graduation Requirement in U.S. History, Constitution and American Ideals:****UC TCA**

UC TCA

Approved

IGETC**Area 1: English Communication****Area 2A: Mathematical Concepts & Quantitative Reasoning****Area 3: Arts and Humanities****Area 4: Social and Behavioral Sciences**

Area 4: Social and Behavioral Sciences

Approved

Area 5: Physical and Biological Sciences

Area 6: Languages Other than English (LOTE)

Textbooks and Lab Manuals

Resource Type

Textbook

Description

Campbell, R. C., Martin, C., and Fabos, B. (2019). *Media and culture: Mass communication in a digital age*, (12th ed.). Bedford/St. Martin's.

Resource Type

Textbook

Description

Biagi, S. (2016). *Media/Impact: An introduction to mass media*, (12th ed.). Cengage.

Resource Type

Textbook

Description

Dominick, J. R. (2012). *Dynamics of mass communication: Media in transition*, (12th ed.). McGraw-Hill.

Library Resources

Assignments requiring library resources

Research, using the Library's print and online resources, topics appropriate to the study of mass media in the preparation of a presentation or written essay.

Sufficient Library Resources exist

Yes

Example of Assignments Requiring Library Resources

Using the Library's print and online resources, analyze and discuss in a paper whether the media speak in one voice or in many and justify your view with examples and with scholarly opinions gathered from peer-reviewed journal articles.

Distance Education Addendum

Definitions

Distance Education Modalities

Hybrid (51–99% online)

Hybrid (1–50% online)

100% Online

Faculty Certifications

Faculty assigned to teach Hybrid or Fully Online sections of this course will receive training in how to satisfy the Federal and state regulations governing regular effective/substantive contact for distance education. The training will include common elements in the district-supported learning management system (LMS), online teaching methods, regular effective/substantive contact, and best practices.

Yes

Faculty assigned to teach Hybrid or Fully Online sections of this course will meet with the EAC Alternate Media Specialist to ensure that the course content meets the required Federal and state accessibility standards for access by students with disabilities. Common areas for discussion include accessibility of PDF files, images, captioning of videos, Power Point presentations, math and scientific notation, and ensuring the use of style mark-up in Word documents.

Yes

Regular Effective/Substantive Contact

Hybrid (1%–50% online) Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Asynchronous Dialog (e.g., discussion board)	Discussion Forums will be used to disseminate coursewide information and facilitate ongoing collaborative course work. Students may also use the Discussion Forums to solicit help from the instructor and other students. Discussions may also be graded encouraging students to participate in the class.
E-mail	Email is a tool primarily used for course-wide updates and individual student contact. Students and the instructor can privately contact each other with questions, concerns.
Other DE (e.g., recorded lectures)	The instructor can provide text, presentation slides, audio/visual material, assignment examples, tutorials (which may be live or recorded), and links to supplemental publications, articles, and websites.

Hybrid (51%–99% online) Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Asynchronous Dialog (e.g., discussion board)	Discussion Forums will be used to disseminate coursewide information and facilitate ongoing collaborative course work. Students may also use the Discussion Forums to solicit help from the instructor and other students. Discussions may also be graded encouraging students to participate in the class.
E-mail	Email is a tool primarily used for course-wide updates and individual student contact. Students and the instructor can privately contact each other with questions, concerns.
Other DE (e.g., recorded lectures)	The instructor can provide text, presentation slides, audio/visual material, assignment examples, tutorials (which may be live or recorded), and links to supplemental publications, articles, and websites.

100% online Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Asynchronous Dialog (e.g., discussion board)	Discussion Forums will be used to disseminate coursewide information and facilitate ongoing collaborative course work. Students may also use the Discussion Forums to solicit help from the instructor and other students. Discussions may also be graded encouraging students to participate in the class.
E-mail	Email is a tool primarily used for course-wide updates and individual student contact. Students and the instructor can privately contact each other with questions, concerns.
Other DE (e.g., recorded lectures)	The instructor can provide text, presentation slides, audio/visual material, assignment examples, tutorials (which may be live or recorded), and links to supplemental publications, articles, and websites.

Examinations

Hybrid (1%–50% online) Modality

Online

Hybrid (51%–99% online) Modality

Online

Primary Minimum Qualification

MASS COMMUNICATION

Additional Minimum Qualifications

Minimum Qualifications

Journalism

Review and Approval Dates

Department Chair

08/29/2109

Dean

09/11/2019

Technical Review

10/03/2019

Curriculum Committee

10/15/2019

DTRW-I

MM/DD/YYYY

Curriculum Committee

MM/DD/YYYY

Board

MM/DD/YYYY

CCCCO

MM/DD/YYYY

Control Number

CCC000432932

DOE/accreditation approval date

MM/DD/YYYY