

I. CATALOG INFORMATIONA. Discipline: JOURNALISMB. Subject Code and Number: JOUR M01C. Course Title: Introduction to Mass Communications

D. Credit Course units:

Units: 3Lecture Hours per week: 3Lab Hours per week : 0Variable Units : No

E. Student Learning Hours:

Lecture Hours:

Classroom hours: 52.5 - 52.5

Laboratory/Activity Hours:

Laboratory/Activity Hours 0 - 0**Total Combined Hours** in a 17.5 week term: 52.5 - 52.5

F. Non-Credit Course hours per week _____

G. May be taken a total of: 1 2 3 4 time(s) for creditH. Is the course co-designated (same as) another course: No Yes If YES, designate course Subject Code & Number: FTVM M01

I. 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.

J. Entrance Skills

*Prerequisite: No Yes Course(s)
_____*Corequisite: No Yes Course(s)
_____Limitation on Enrollment: No Yes
_____Recommended Preparation: No Yes Course(s)
_____Other: No Yes

K. Other Catalog Information:

(Same course as FTVM M01.)

II. COURSE OBJECTIVES

Upon successful completion of the course, a student will be able to:

		Methods of evaluation will be consistent with, but not limited by, the following types or examples.
1	identify the various media of mass communication and, through mass communication theory, evaluate their impact, influence, and interrelationships with society.	Weekly discussions on the media, written assignments evaluating media literacy, oral and group presentations, quizzes and exams.
2	critically analyze and evaluate the messages and influence of mass communication to become media literate.	Weekly discussions on the media, written assignments evaluating media literacy, oral and group presentations, quizzes and exams.
3	appraise the origin, development, history, trends, and roles of the information, entertainment and persuasive media of mass communication.	Weekly discussions on the media, written assignments evaluating media literacy, oral and group presentations, quizzes and exams.
4	identify and analyze ethical standards and issues in today's mass communication media.	Weekly discussions on the media, written assignments evaluating media literacy, oral and group presentations, quizzes and exams.
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.	Weekly discussions on the media, written assignments evaluating media literacy, oral and group presentations, quizzes and exams.
6	analyze the challenges, technologies, and trends facing media in today's changing and global society.	Weekly discussions on the media, written assignments evaluating media literacy, oral and

		group presentations, quizzes and exams.
7	critique media effects theory, examining media's effects as they pertain to gender, cultural diversity, youth and societal values.	Weekly discussions on the media, written assignments evaluating media literacy, oral and group presentations, quizzes and exams.

III. COURSE CONTENT

Estimated %	Topic	Learning Outcomes
Lecture (must total 100%)		
10.00%	Impact: How various media and messages affect society	1, 2, 3, 4, 5, 6, 7
20.00%	Analysis: Developing analytical skills and knowledge to become a critical, informed consumer; understanding the need for multiple sources in multiple media; discerning attempts to persuade or sell from attempts to inform	1, 2, 3, 4, 7
10.00%	Media Law: The laws governing media and their impact on today's media	4, 5
5.00%	Media Messages: Messages as a force in shaping society or as a reflection of society in its current form	1, 2, 3, 4, 6, 7
5.00%	Internet: Origin, history, development, ethics, challenges and current status of the Internet as a medium of mass communication	1, 2, 3, 4, 5, 6, 7
5.00%	Books: Origin, history, development, ethics, challenges and current status of books as a medium of mass communication	1, 2, 3, 4, 5, 6, 7
5.00%	Newspapers: Origin, history, development, ethics, challenges and current status of newspapers as a medium of mass communication	1, 2, 3, 4, 5, 6, 7
5.00%	Magazines: Origin, history, development, ethics, challenges and current status of magazines as a medium of mass communication	1, 2, 3, 4, 5, 6, 7
5.00%	Sound Recording: Origin, history, development, ethics, challenges and current status of sound recording as a medium of mass communication	1, 2, 3, 4, 5, 6, 7
5.00%	Radio: Origin, history, development, ethics, challenges and current status of radio as a medium of mass communication	1, 2, 3, 4, 5, 6, 7
5.00%	Television: Origin, history, development, ethics, challenges and current status of television as a medium of mass communication	1, 2, 3, 4, 5, 6, 7
5.00%	Film: Origin, history, development, ethics, challenges and current status of film as a medium of mass communication	1, 2, 3, 4, 5, 6, 7
5.00%	Public Relations: Origin, history, development, ethics, challenges and current status of public relations as a medium of mass communication	1, 2, 3, 4, 5, 6, 7
5.00%	Effects: Who or which conglomerates own which media of communications and how that ownership impacts the message	1, 2, 4, 6, 7
5.00%	Advertising: Origin, history, development, ethics, challenges and current status of advertising as a medium of mass communication	1, 2, 3, 4, 6, 7

IV. TYPICAL ASSIGNMENTS

A. Writing assignments

Writing assignments are required. Possible assignments may include, but are not limited to:	
1	Individual Assignment: compare and contrast news; pick a single story on a single day to track through three mediums; evaluate and analyze coverage, and decide which medium you prefer.
2	Group Assignment regarding public relations: 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.
3	Individual or Group Assignment regarding sound recording: pick an artist and select a two-minute media clip of his/her music video; evaluate the video for message, gender or racial stereotypes, music/video content compatibility and value to society.
4	Group Assignment: Television: 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.
5	Individual Assignment: compare and contrast public versus private radio; compare and analyze the way a commercial and public radio station handles the following: news, entertainment, talk, music, and advertising; state your preference and why.

B. Appropriate outside assignments

Appropriate outside assignments are required. Possible assignments may include, but are not limited to:	
1	watch three reality television programs and identify and discuss the use of product placement, comparing it to any of the shows that use product integration.
2	view contemporary and relevant films and analyze concepts related to media and society.
3	evaluate a website on its ease of navigation and its accessibility.
4	create your own blog, podcast or video.
5	write an essay analyzing the difference between mass communication and the individual/alternative media.

C. Critical thinking assignments

Critical thinking assignments are required. Possible assignments may include, but are not limited to:	
1	using the 5-step Critical Process, (Describe, Analyze, Interpret, Evaluate, and Engage), explain in an essay the concept of an informed media consumer, and the importance of this concept in a democracy.
2	choose an issue about public interface with the Internet today, such as over-sharing, cyber bullying, net neutrality or other issues, research with cited sources from the EBSCO data base, analyze and explain the issue and its relevance.
3	critique and evaluate the role, issues and dangers of online communities in today's society.
4	compare and contrast the watchdog role of the news media and individual bloggers, and discuss trustworthiness, immediacy and other advantages and disadvantages of

	each.
5	analyze and discuss in an essay whether the media speak in one voice or in many and justify with examples and evaluation.
6	write an essay analyzing the difference between mass communication and the individual/alternative media.
7	analyze and discuss in an essay whether the media speak in one voice or in many and justify with examples and evaluation.
8	discuss and evaluate the successes of electronic communities.

V. METHODS OF INSTRUCTION

Methods of instruction may include, but are not limited to:

- Distance Education – When any portion of class contact hours is replaced by distance education delivery mode (Complete DE Addendum, Section XV)
- Lecture/Discussion
- Laboratory/Activity
- Other (Specify)
Present examples of online blogs, viral advertising, print media and films.
- Optional Field Trips
- Required Field Trips

VI. METHODS OF EVALUATION

Methods of evaluation may include, but are not limited to:

- Essay Exam Classroom Discussion Skill Demonstration
- Problem Solving Exam Reports/Papers/Journals Participation
- Objective Exams Projects Other (specify)

Group presentations and student-led discussion.

VII. REPRESENTATIVE TEXTS AND OTHER COURSE MATERIALS

Campbell, Richard, Christopher Martin, and Bettina Fabos. Media and Culture: An Introduction to Mass Communication. 9th ed. Bedford/St. Martin's, 2013.

Biagi, Shirley. Media/Impact: An Introduction to Mass Media. 11th ed. Cengage, 2014.

Dominick, Joseph R. The Dynamics of Mass Communication: Media in Transition. 12th ed. McGraw-Hill, 2012.

VIII. STUDENT MATERIALS FEES

- No Yes

IX. PARALLEL COURSES

College	Course Number	Course Title	Units
CSU Los Angeles	TVF 220	Introduction to Broadcasting	4
CSU Dominguez Hills	COMM 100	Mass Media & Society	3
San Francisco State	JOUR 205	Social Impact of Journalism	3
CSU Chico	JOUR/CDES 101	Introduction to Communication	3

X. MINIMUM QUALIFICATIONS**Courses Requiring a Masters Degree:**

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.

XI. ARTICULATION INFORMATION**A. Title V Course Classification:**

1. This course is designed to be taken either:

- Pass/No Pass only (no letter grade possible); or
 Letter grade (P/NP possible at student option)

2. Degree status:

Either Associate Degree Applicable; or Non-associate Degree Applicable

B. Moorpark College General Education:

1. Do you recommend this course for inclusion on the Associate Degree General Education list?

Yes: No: If YES, what section(s)?

- A1 - Natural Sciences - Biological Science
 A2 - Natural Sciences - Physical Science
 B1 - Social and Behavioral Sciences - American History/Institutions
 B2 - Social and Behavioral Sciences - Other Social Behavioral Science
 C1 - Humanities - Fine or Performing Arts
 C2 - Humanities - Other Humanities
 D1 - Language and Rationality - English Composition
 D2 - Language and Rationality - Communication and Analytical Thinking
 E1 - Health/Physical Education
 E2 - PE or Dance
 F - Ethnic/Gender Studies

C. California State University(CSU) Articulation:

1. Do you recommend this course for transfer credit to CSU? Yes: No:

2. If YES do you recommend this course for inclusion on the CSU General Education list?

Yes: No: If YES, which area(s)?

A1 A2 A3 B1 B2 B3 B4
 C1 C2 D1 D2 D3 D4 D5

 D6 D7 D8 D9 D10 E

D. University of California (UC) Articulation:

1. Do you recommend this course for transfer to the UC? Yes: No:
2. If YES do you recommend this course for the Intersegmental General Education Transfer Curriculum (IGETC)? Yes: No:

IGETC Area 1: English Communication

- English Composition
- Critical Thinking-English Composition
- Oral Communication

IGETC Area 2: Mathematical Concepts and Quantitative Reasoning

- Mathematical Concepts

IGETC Area 3: Arts and Humanities

- Arts
- Humanities

IGETC Area 4: Social and Behavioral Sciences

- Anthropology and Archaeology
- Economics
- Ethnic Studies
- Gender Studies
- Geography
- History
- Interdisciplinary, Social & Behavioral Sciences
- Political Science, Government & Legal Institutions
- Psychology
- Sociology & Criminology

IGETC Area 5: Physical and Biological Sciences (mark all that apply)

- Physical Science Lab or Physical Science Lab only (non-sequence)
- Physical Science Lecture only (non-sequence)
- Biological Science
- Physical Science Courses
- Physical Science Lab or Biological Science Lab Only (non-

sequence)

- Biological Science Courses
- Biological Science Lab course
- First Science course in a Special sequence
- Second Science course in a Special Sequence
- Laboratory Activity
- Physical Sciences

IGETC Area 6: Language other than English

- Languages other than English (UC Requirement Only)
- U.S. History, Constitution, and American Ideals (CSU Requirement ONLY)
- U.S. History, Constitution, and American Ideals (CSU Requirement ONLY)

XII. REVIEW OF LIBRARY RESOURCES

- A. What planned assignment(s) will require library resources and use?

The following assignments require library resources:

Using the Library's print and online resources, compare and contrast news stories across three media and decide which is better; analyze the difference between mass media and alternative media.

- B. Are the currently held library resources sufficient to support the course assignment?

YES: NO:

If NO, please list additional library resources needed to support this course.

XIII. PREREQUISITE AND/OR COREQUISITE JUSTIFICATION

JOUR M01: Not Applicable

XIV. WORKPLACE PREPARATION

JOUR M01: Not Applicable

XV. DISTANCE LEARNING COURSE OUTLINE ADDENDUM

1. Mode of Delivery

- Online (course will be delivered 100% online)
- Online with onsite examinations (100% of the instruction will occur online, but examinations and an orientation will be scheduled onsite)
- Online/Hybrid (a percentage of instruction will be held online and the remaining percentage of instruction will be held onsite)
 - Lab activities will be conducted onsite
- Televideo (Examinations and an orientation will be held onsite)
- Teleconference
- Other

2. Need/Justification

Improve general student access.

3. Describe how instructors teaching this course will ensure regular, effective contact with and among students.

Faculty will initiate regular online interactions with students through tools that include chat rooms, discussion, substantive assignment feedback, social media, or instant messaging. Faculty will design and require assignments and projects that promote collaboration among students. They will maintain an active instructor presence throughout the semester, monitoring student progress and providing guidance several times a week.

4. Describe how instructors teaching this course will involve students in active learning.

Students will post responses to instructor discussion prompts as well as comment on other students' posts. Students will have on-going interaction with instructor and peers. Students will work collaboratively on group assignments.

5. Explain how instructors teaching this course will provide multiple methods of content representation.

Instructors will post video, live lectures and recorded lectures over PowerPoint presentations rich in photo and/or graphic representation, and/or podcasts.

6. Describe how instructors teaching this course will evaluate student performance.

Instructors will post weekly graded quizzes and discussion prompts based on assigned readings and lecture content. Instructors will require three to four longer, written individual and/or group assignments per semester, and provide feedback and grades based on the assignment rubric.

XVI. GENERAL EDUCATION COURSE OUTLINE ADDENDUM

General Education Division of Learning [check all applicable boxes]:

Natural Sciences

Biological Science

Physical Science

Social and Behavioral Sciences

American History/Institutions

Other Social Science

Humanities

Fine or Performing Arts

Other Humanities

Language and Rationality

English Composition

Communication and Analytical Thinking

Health/Physical Education

Ethnic/Women's Studies

Check either Option 1 or Option 2

OPTION #1: Moorpark College has already received approval from the CSU and/or UC systems for this course to fulfill a GE requirement. Note: This option applies only to technical revisions and updated courses.

OPTION #2: Moorpark College has not received approval from the CSU and/or UC systems for this course to fulfill a GE requirement. This option applies to all new and substantively revised courses.

XVII. STUDENT MATERIALS FEE ADDENDUM

JOUR M01: Not Applicable

XVIII. REPEATABILITY JUSTIFICATION TITLE 5, SECTION 55041

JOUR M01: Not Applicable

XIX. CURRICULUM APPROVAL

Course Information:

Discipline: JOURNALISM

Discipline Code and Number: JOUR M01

Course Revision Category: Outline Update

Course Proposed By:

Originating Faculty Joanna Miller 01/26/2014

Faculty Peer: Joanna Miller 01/26/2014

Curriculum Rep: Tim Samoff 02/11/2014

Department Chair: Lydia Etman 02/12/2014

Division Dean: Lisa Putnam 02/07/2014

Approved By:

Curriculum Chair: Jerry Mansfield 04/21/2014

Executive Vice President: Lori Bennett 04/17/2014

Articulation Officer: Letrisha Mai 03/04/2014

Librarian: Mary LaBarge 03/03/2014

Implementation Term and Year: Fall 2014

Approval Dates:

Approved by Moorpark College Curriculum Committee: 04/08/2014

Approved by Board of Trustees (if applicable): _____

Approved by State (if applicable): _____