Fond du Lac Tribal and Community College

COURSE OUTLINE

Date submitted: 11/30/07  Date approved:

Department and Course Number: JOUR 1001

Title of Course: Mass Communication

Number of credits: Lecture 3  Lab

Catalog/Course Description:
This course is a survey of the theories and concepts important to understanding mass communication. A strong emphasis is placed on the effects of mass communication (newspapers, magazines, radio, and television) on society. The role and responsibility of the mass media in a free society is both examined and debated. (Meets MnTC goal area 9)

List Course Prerequisites (including placement for success)

Recommended course materials and resources, e.g. textbooks, workbooks, study guides, lab manuals, videos, guest lecturers. If applicable.


Relationship of proposed course to the department mission and goals
The course provide students with the basic skills to pursue a career in journalism.

Is this an MnTC Course (if yes, complete MnTC competency goal area(s) and documentation sheet). Yes, Goal 9: Ethical and Civic Responsibility

Course goals:
Goal 1: To introduce and examine the various genre of mass communication.
Goal 2: To examine the influence of various mass communications genres on society.
Goal 3: To examine the interplay between mass communication and economic, social, political and cultural forces.
Goal 4: To introduce students to the fundamental topics, theories, concepts, and themes at the heart of mass communication.
Learning outcomes: (A minimum of one learning outcome shall be provided for each course goal)

State a minimum of two assessment instruments for each learning outcome.

Outcome 1: Students will demonstrate an understanding of each genre's impact on the economic, social, political and cultural climate of their society.
  Assessment: Topic response papers
  Assessment: Quizzes and/or examination
  Assessment: Group and/or on-line discussions

Outcome 2: Students will demonstrate an understanding of how mass communication influences their personal ideas and choices as members of their society.
  Assessment: Topic response papers
  Assessment: Group and/or on-line discussions

Outcome 3: Students will demonstrate an ability to analyze situations as portrayed through mass communication and determine and apply appropriate theories in understanding the situation.
  Assessment: Group and/or on-line discussion
  Assessment: Guided research projects

Course content:
(Provide an outline of major topics covered in course)

Overview and definition of Mass Communication (MC)
  -The communication process and MC
  -MC and a contemporary society
Books as MC
  -The evolution and transition of books
  -The publishing process
News papers as MC
  -The evolution and transition of newspapers
  -Gathering, selecting, processing and presenting the news
Magazines as MC
  -Development of magazines in America
  -Influences on and guidelines for emotional expression
Motion pictures as MC
  -The development and evolution of motion pictures
  -The movie industry
  -Cleaning up the movies
Radio as MC
The development and evolution of radio technology
Radios transition into the contemporary genre

Television as the most influential MC
-The development and evolution of television technology
-Television as a contemporary genre

MC and new media: the digital age
-New media
-Understanding the convergence and economics of new media

International communication and global media
-The rise of global media and the dimensions of international communication
-Informational imbalances and covering the global village

MC and pop culture
-The nature and importance of popular culture

Advertising and MC
-The evolution and role of advertising within mass media
-Persuasion, influence and criticisms of advertising

Public relations and MC
-The development of Public relations
-Influencing beliefs, attitudes and actions

Characteristics of media audiences
-The changing demographic population and audience differentiation within the U.S.
-Assessing audience composition in relation to MC

Policies, politics, economics and controls of MC
-Moral values, obscenity, pornography and protections from liable
-Public interest, political protections and the constitutional framework

Explaining the process and influence of MC
-Explanatory theories and frameworks for understanding the effects of MC

Assessing the ethics of MC
-The growing concern over media effects
-Dimensions of ethics for the media
-Ethics, law and criticisms of media ethics

Placement for Success prerequisites: (See instruction sheet)

Reading: Level 3  English/Writing: Level 2  Math:
Placement for Success prerequisite
Check one of each area--English, reading, and math

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