



Course Syllabus

COMM 1307 – Introduction to Mass Communication

Revision Date: **8/22/2016**

Catalog Description: Survey of basic content and structural elements of mass media and their functions and influences on society.

Lecture hours = 3, Lab hours = 0

Prerequisites: None

Semester Credit Hours: 3

Lecture Hours per Week: 3

Lab Hours per Week: 0

Contact Hours per Semester: 48

State Approval Code: 09.0102.51 06

Core Components and Related College Student Learning Outcomes

This course counts as part of the academic requirements of the Panola College Core Curriculum and an Associate of Arts or Associate of Science degree. Yes No: If no, skip to Instructional Goals.

The items below marked with an X reflect the state-mandated outcomes for this course **IF this is a CORE course:**

- Critical Thinking Skills – to include creative thinking, innovation, inquiry and analysis, evaluation and syntheses of information
 - CT1: Generate and communicate ideas by combining, changing, or reapplying existing information
 - CT2: Gather and assess information relevant to a question
 - CT3: Analyze, evaluate, and synthesize information
- Communication Skills – to include effective development, interpretation, and expression of ideas through written, oral, and visual communication
 - CS1: Develop, interpret, and express ideas through written communication
 - CS2: Develop, interpret, and express ideas through oral communication
 - CS3: Develop, interpret, and express ideas through visual communication
- Empirical and Quantitative Skills – to include the manipulation and analysis of numerical data or observable facts resulting in informed conclusions
 - EQS1: Manipulate and analyze numerical data and arrive at an informed conclusion
 - EQS2: Manipulate and analyze observable facts and arrive at an informed conclusion
- Teamwork – to include the ability to consider different points of view and to work effectively with others to support a shared purpose or goal
 - TW1: Integrate different viewpoints as a member of a team

- TW2: Work with others to support and accomplish a shared goal
- Personal Responsibility – to include the ability to connect choices, actions, and consequences to ethical decision-making
 - PR1: Evaluate choices and actions and relate consequences to decision-making
- Social Responsibility – to include intercultural competence, knowledge of civic responsibility, and the ability to engage effectively in regional, national, and global communities
 - SR1: Demonstrate intercultural competence
 - SR2: Identify civic responsibility
 - SR3: Engage in regional, national, and global communities

Instructional Goals and Purposes:

The purpose of this course is to fulfill the academic requirements necessary to earn an associate degree or transfer degree, or to provide personal enrichment opportunities for Panola College students seeking an interdisciplinary course emphasizing the structure and influence of mass communication. This course will give students the tools for critically analyzing all media types so they can become more knowledgeable media consumers. They will be provided with information about how various types of media were developed, the roles they play in the mass communication and media landscape, and what it means for them in a digital media world. Students will examine journalism, entertainment, advertising and public relations, and will study general mass communication theories and laws affecting the media.

Learning Outcomes:

After studying all materials and resources presented in the course, the student will be able to:

- Demonstrate understanding of the fundamental types, purposes, and relevance of mass communication.
- Demonstrate understanding of mass media in historic, economic, political, and cultural realms.
- Demonstrate understanding of the business aspects of mass media and the influence of commercialism.
- Demonstrate understanding of evolving media technologies and relevant issues and trends.
- Demonstrate understanding of mass media values, ethics, laws, and industry guidelines.
- Demonstrate understanding of globalization of mass media.
- Demonstrate understanding of media effects on society.

Course Content:

A general description of lecture/discussion topics included in this course are listed in the Learning Objectives section of this syllabus.

Students in all sections of this course will learn the following content:

1. Mass Media Literacy
2. Media Technology
3. Media Economics
4. Print
5. Electronic Media
6. News
7. Entertainment
8. Advertising and Public Relations
9. Media and Democracy
10. Media Law

Methods of Instruction/Course Format/Delivery

The course is offered in the traditional classroom or online formats for lectures, discussions and audiovisual presentations, including links to online resources.

Major Assignments / Assessments:

The following items will be assigned and assessed during the semester and used to calculate the student's final grade.

Assignments

1. Current Events – Media Reports and Evaluations
2. PowerPoint or MultiMedia presentations on Mass Media topics
3. Group assignment in Public Relations
4. Discussion Posts on Media topics

Assessment(s):

1. Reading quizzes.
2. Grades on reports and assignments.
3. Grades on Discussions.
4. Two proctored exams.

Course Grade:

The grading scale for this course is as follows:

- Current Events - 20%
- Presentations - 30%
- PR Group Assignment – 20%
- Two Exams - 30%

Texts, Materials, and Supplies:

- Assigned Reading from Online Resources
- Assigned Readings from Instructor Resources
- Audiovisual content from M.P. Baker Library, Instructor and Online

Required Readings:

- Online and Broadcast News and Commentary programming

Recommended Readings:

- Professional media online resources – Society of Professional Journalists, etc.

Other:

- For current texts and materials, use the following link to access bookstore listings: <http://www.panolacollegestore.com>
- For testing services, use the following link: <http://www.panola.edu/elearning/testing.html>
- If any student in this class has special classroom or testing needs because of a physical learning or emotional condition, please contact the ADA Student Coordinator in Support Services located in the Administration Building or go to <http://www.panola.edu/student-success/disability-support-services/> for more information.
- Withdrawing from a course is the student's responsibility. Students who do not attend class and who do not withdraw will receive the grade earned for the course.
- Student Handbook, *The Pathfinder*: <http://www.panola.edu/student-success/documents/pathfinder.pdf>