

Northwest Arkansas Community College
(Communication and Arts Division)

Discipline Code

JOUR

Course Number

1023

Course Title

Introduction to Mass Communication

Catalog Description

A survey of mass media (newspaper, radio, TV, magazine, advertising, public relations, photography, music, new media, etc.) which covers the importance and impact of mass media on society and introduces the student to the various area of professional work in journalism. Recommended for students considering journalism as a major.

Prerequisites

None

Credit Hours

3 credit hours

Contact Hours

45 contact hours

Load Hours

3 load hours

Semester Offered

Fall, Spring, On Demand

ACTS Equivalent

N/A

Grade Mode

A-F

Learning Outcomes

- Analyze various forms of media.
- Evaluate media strengths and weaknesses.
- Compare news treatments within single forms of media.
- Research and synthesize media issues and trends.

General Education Outcomes Supported

- Student develop higher order thinking skills.
- Students can read selections at the appropriate level of education and describe the main idea and supporting details. Students can evaluate written materials objectively.
- Students will demonstrate technological fluency.
- Students demonstrate information literacy.

Standard Practices

Topics List

Various forms of communication in the world today: books, newspapers, film, radio, TV, magazines, advertising, public relations, photography, Internet, social media

Learning Activities

- Reading actively and writing
- Class discussions
- Small group work
- Guest Speakers
- Discussion posts
- Quizzes
- Presentations

Assessments

- One major assignment using sources
- Exams
- Draft revisions
- Critical responses to news, other forms of media, and guest speakers

Grading guidelines

- Regularly updated Canvas gradebook
- Grade rubrics and timely, substantive written feedback
- Verbal feedback
- Revision options

Revision Date January 8, 2021