

## **STANDARD COURSE OUTLINE**

### **COMM 1013 MASS COMMUNICATION DEPARTMENT OF COMMUNICATION AND ARTS**

**CATALOGUE DESCRIPTION:** An introduction to media for the masses, including an examination of radio, television, print, electronic, and computer media. The course will include the study of the historical development of each of these mediums.

**NO PREREQUISITE FOR THE COURSE**

**CREDIT/CONTACT/LOAD HOURS: 3**

**TARGET AUDIENCE AND TRANSFER:** This course is designed for communication majors and may transfer to other institutions as credit toward the communication degree and/or as an elective.

#### **COURSE OBJECTIVES**

Upon completion of this course, students should be able to:

1. Understand and describe the role of the media in various cultures.
2. Use the critical and perceptual skills necessary to be more effective consumers of communication.
3. Research, organize, and analyze a variety of media.
4. Identify and employ techniques to effectively communicate in groups.

#### **REQUIRED TEXT**

"Mass Media Effects" by Leo W. Jeffries, 2<sup>nd</sup> edition.

#### **TOPICS**

Print media, radio, television, film, advertising, internet, and public relations.

#### **REQUIRED INSTRUCTIONAL ACTIVITIES**

1. A minimum of one research paper due.
2. A minimum of one group participation
3. A minimum of one final exam.

**REQUIRED FORMS OF ASSESSMENT: None**

#### **RESOURCES**

Videos on text book chapters, resource and exercise materials and simulations, guest speakers.