

NorthWest Arkansas Community College  
Division of Communication and Arts

Course Number and Title

JOUR 1023 – Introduction to Mass Communication

Catalog Description

Introduction to Mass Communication (books, newspapers, radio, TV, magazines, film, advertising, public relations, photography, Internet, social media) stresses the importance of communication agencies in today's society and introduces the student to the various areas of professional work in journalism. Recommended for students considering journalism as a major.

Prerequisites

none

Credit hours/Contact hours/Load hours

Three

Target Audience/Transferability

This course is required for students considering journalism as a major. It transfers as a journalism course and fulfills a requirement for journalism and communication majors at area schools.

Student 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.

Topics

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

Forms of Assessment

Tests, papers, oral reports, journals, quizzes, in-class and out-of-class writing