

**NorthWest Arkansas Community College**  
**Division of Communication and Arts**  
**Journalism Department**

**Course Number and Title**

JOUR 1023, Introduction to Mass Communication

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**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/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