

**SOUTHEAST COMMUNITY COLLEGE
DIVISION OF ARTS AND SCIENCES**

English

Revision Date: 07-01-23

I. CATALOG DESCRIPTION

Course Number: JOUR1810
Course Title: Introduction to Mass Media
Prerequisite(s): Eligible for ENGL1010
Catalog Description: Survey of new and traditional media roles and procedures, including social media, film, music, and news. Introduction to newswriting style and new media news production, including writing assignments for campus media outlet.

Credit Hours: 3.0
Class Hours: 45
Lab Hours: 0
Total Contact Hours: 45

II. COURSE OBJECTIVES: *Course will:*

- A. Focus on mass media and culture in an informative, analytic manner.
- B. Emphasize the influence of the mass media on every aspect of modern life.
- C. Emphasize tolerance of diverse forms of expression through the critical process.
- D. Explore the variety of careers available in mass communications.
- E. Offer limited experience of what a news reporter's work involves, including newswriting and multimedia.

III. STUDENT LEARNING OUTCOMES AND GENERAL EDUCATION LEARNING OUTCOMES

- A. Student Learning Outcomes: *Student will be able to:*
 - 1. Discuss, analyze, interpret, and evaluate the mass media in modern life.
 - 2. Exercise a critical eye on future personal exposure to mass media.
 - 3. Understand cross-cultural perspectives related to mass media.
 - 4. Research and write news stories according to AP style.
 - 5. Design basic Web page.
 - 6. Produce multimedia content for print and new media.
- B. General Education Learning Outcomes
 - 1. GELO #2: Written Communication
 - Outcome: Comprehend, analyze, and evaluate a given text
 - Outcome: Identify and evaluate evidence from a variety of printed, visual, and electronic sources.
 - 2. GELO #4: Global Awareness and Citizenship
 - Outcome: Demonstrate awareness and knowledge of U.S. history and culture as it relates to race, class, gender, sexual orientation, and culture.
 - Outcome: Explain the connections between historical and recent events and current global situations related to political systems, economic systems, social systems, and/or environmental issues.
 - Outcome: Discuss issues from a global perspective.

IV. CONTENT/TOPICAL OUTLINE (*course outline may provide more detailed information*)

- A. Overview
- B. The print industries
- C. The electronic industries
- D. Information and persuasion industries

- E. Media law and ethics

V. INSTRUCTIONAL MATERIALS

A. Required Text(s):

1. *Introduction to Mass Communication: Media Literacy and Culture*, 11th edition, by Stanley Baran; ISBN: 978-1-260-00731-2
2. A subscription to *The New York Times* (free):
<https://nytimesineducation.com/access-nyt/>

VI. METHODS OF PRESENTATION/INSTRUCTION

A. Methods of presentation typically include a combination of the following:

1. Lecture, classroom discussion.
2. Small-group participation.

VII. METHODS OF EVALUATION

A. Methods of evaluation typically include a combination of the following:

1. Daily assignments based on text – Daily assignments are the means for students to apply concepts taught in the course and in the text and are critical to acquiring the ability to discuss, analyze, interpret, and evaluate the mass media.
2. Exams based on the text reading material.
3. Stories assigned for the campus news source. Correct grammar and spelling are essential in news writing. All written work should be edited for errors before submission.
4. Cross-cultural communications project focusing on at least two cultures' relationship to an area of mass communications.

VIII. SPECIFIC COURSE REQUIREMENTS

- A.** Achieve passing grade of 70% or higher, based on SCC grading scale.
- B.** Participate in writing assignments for the campus news source.
- C.** Complete and submit all assignments.