

Course discipline/number/title: COMM 1110: Introduction to Mass Communication

A. CATALOG DESCRIPTION

1. Credits: 3
2. Hours/Week: 3
3. Prerequisites (Course discipline/number): None
4. Other requirements: None
5. MnTC Goals (if any): Goal 5/History and the Social and Behavioral Sciences, Goal 9/Ethical and Civic Responsibility

B. COURSE DESCRIPTION: This course will cover the nature, function and social responsibilities of mass media. Areas included media literacy, propaganda, newspapers, magazines, radio, music recording, book publishing, advertising, films, public relations, freedom of speech/press, politics and media ethics. Pro-and anti-social effects of media consumption will also be examined.

C. DATE LAST REVISED (Month, year): November, 2020

D. OUTLINE OF MAJOR CONTENT AREAS:

1. Mass media
 - a) History/development of technologies
 - b) Ubiquity
 - c) As a profit-driven business
 - d) Impact on society
 - e) Political tool
2. Mass communication
 - a) Definitions
 - b) Theories and research
 - c) Comparisons to other forms of communication
3. Legal issues related to publishing and broadcasting
 - a) Freedom of the press
 - b) Copyright law
 - c) Libel law
 - d) FCC/FTC regulations
4. Advertising and public relations
 - a) Goals and techniques
 - b) Persuasive impact
 - c) Campaigns
 - d) Crisis management
5. Media ethics

E. LEARNING OUTCOMES (GENERAL): The student will be able to:

1. Examine the major events in the historical development of media; radio, recordings film, TV, print and digital media.
2. Critique competing theories of media effects.
3. Recognize the diversity of political motivations and interests through the government's role in regulating media content.
4. Understand and apply core concepts that differentiate between public relations copy, new stories, feature stories and editorial content.
5. Analyze and reflect on the ethical dimensions of messages generated for a mass audience.

F. LEARNING OUTCOMES (MNTC):

Goal 5/History and the Social and Behavioral Sciences: The student will be able to:

1. Examine social institutions and processes across a range of historical periods and cultures.
2. Use and critique alternative explanatory systems or theories.
3. Develop and communicate alternative explanations or solutions for contemporary social issues.



- F. LEARNING OUTCOMES (MNTC): Continued. . .
Goal 9/Ethical and Civic Responsibility: The student will be able to:
1. Understand and apply core concepts (e.g. politics, rights and obligations, justice, liberty) to specific issues.
 2. Analyze and reflect on the ethical dimensions of legal, social, and scientific issues.
 3. Recognize the diversity of political motivations and interests of others.
- G. METHODS FOR EVALUATION OF STUDENT LEARNING: Methods May include but are not limited to:
1. Objective exams
 2. Quizzes
 3. Small group discussions
 4. Oral presentations
 5. Written journals
 6. Short Exams
- H. RCTC CORE OUTCOME(S). This course contributes to meeting the following RCTC Core Outcome(s):
Critical Thinking. Students will think systematically and explore information thoroughly before accepting or formulating a position or conclusion.
- I. SPECIAL INFORMATION (if any): None