

GROSSMONT COLLEGE

Official Course Outline

MEDIA COMMUNICATIONS 110 - MASS MEDIA AND SOCIETY

- | <u>1. Course Number</u> | <u>Course Title</u> | <u>Semester Units</u> | <u>Hours</u> |
|-------------------------|------------------------|-----------------------|-----------------|
| MCOM 110 | Mass Media and Society | 3 | 3 hours lecture |
2. Prerequisites
- None.
- Corequisite
- None.
- Recommended Preparation
- None.
3. Catalog Description
- Survey of the forms, functions and controls of the mass media, including television, motion pictures, radio, the recording industry, magazines, print journalism, multi-media and current or emerging mass media technologies. Emphasis will be placed upon the ways in which the media and society have/is influencing and changing culture.
4. Course Objectives
- The student will:
- Analyze the functions and roles of mass media in US society.
 - Evaluate the impact of technological developments and evolution which have and are occurring in the various areas of mass communication.
 - Discuss the controls, both formal and informal, imposed upon the various media in the US.
 - Critically analyze the various methods and impact of the mass media and their messages.
 - Identify media portrayals of race, gender, stereotypes, clichés and propaganda.
5. Instructional Facilities
- Access to the Internet.
 - Standard classroom with multi-media capabilities, including internet connections, computer, project and speakers.
6. Special Materials Required of Student
- Electronic storage media.
7. Course Content
- Theories.
 - Functions.
 - Societal influences.
 - Culture.
 - Persuasion.
 - Ethics.

7. Course Content (continued)

- g. Consequences.
- h. Societal responsibilities.
- i. Impact.
- j. Legalities.
- k. Relating to the following areas of mass communication:
 - (1) Print Media (i.e., newspapers, magazines, news services, and internet news sites) radio.
 - (2) Recording industry.
 - (3) Television.
 - (4) Film.
 - (5) Advertising/Public Relations.
 - (6) New Media and emerging technologies.

8. Method of Instruction

- a. Lecture on chapter topics.
- b. Classroom discussion of contemporary issues related to the impact of the mass media on society.
- c. Use of various recorded materials for the promotion of perspective and critical thinking.

9. Methods of Evaluating Student Performance

- a. Quizzes, tests, including a short answer, essay or objective final exam.
- b. Research paper(s) on the theories, societal impact/ethics/persuasion/stereotype relating to various forms of mass media.
- c. Journal of mass media experiences.
- d. Class participation.

10. Outside Class Assignments

- a. Required text reading as outlined in course schedule/syllabus.
- b. Research papers.
- c. Journal.

11. Texts

- a. Required Text(s):
Instructors may choose from the current editions of the following for required texts:
 - (1) Whetmore, Edward Jay. MediaAmerica/Mediaworld. New York, New York: Thompson-Wadsworth, 2003.
 - (2) Rodman, George. Mass Media in a Changing World. New York, New York: McGraw-Hill, 2006.
 - (3) Biagi, Shirley. Media Impact: An Introduction to Mass Media. New York, New York: Thompson-Wadsworth, 2006.
 - (4) Baran, Stanley J. Introduction to Mass Communication: Media Literacy and Culture. New York, New York: McGraw Hill, 2007.
- b. Supplementary texts and workbooks:
Current publications in the mass media or supplemental materials as appropriate.