

LABETTE COMMUNITY COLLEGE BRIEF SYLLABUS

SPECIAL NOTE:

This brief syllabus is not intended to be a legal contract. A full syllabus will be distributed to students at the first class session.

TEXT AND SUPPLEMENTARY MATERIALS USED IN THE COURSE (if any):

Please check with the LCC bookstore, <http://www.labette.edu/bookstore>, for the required texts for this class.

<u>COURSE NUMBER:</u>	COMM 106
<u>COURSE TITLE:</u>	INTRODUCTION TO MASS MEDIA
<u>SEMESTER CREDIT HOURS:</u>	3
<u>DEPARTMENT:</u>	Communication
<u>DIVISION:</u>	General Education
<u>PREREQUISITE:</u>	None
<u>PLACEMENT TEST LEVEL:</u>	General Education Course
<u>REVISION DATE:</u>	December 2017

COURSE DESCRIPTION:

This course is an introduction to different forms of mass media – newspaper, magazines, books, radio, recordings, television, motion pictures and others. It is designed to give students an understanding of the media’s role in society today. The course will explore the histories of the different forms of media, the evolution of the media’s role in society, problems with media today, possible solutions to those problems, current media practices, mass media theory, ethics, and the media and social problems. Students will be asked to keep abreast of the media and current events through reading newspapers, watching television, listening to the radio, surfing the web, and more.

COURSE OUTCOMES AND COMPETENCIES:

Students who successfully complete this course will be able to:

1. Demonstrate the ability to access, analyze, and evaluate information in a variety of media.
 - Evaluate how effectively increasingly complex or difficult media texts communicate information, ideas, and opinions, and/or present issues and themes.
 - Analyze increasingly complex or difficult media texts to identify and interpret obvious and implied messages in them.
 - Explain how components in increasingly complex or difficult media texts are designed to fit particular purposes and/or audiences
2. Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in global society.
 - Evaluate the roles of newspaper, magazine, books, radio, television, and electronic media in society.
 - Analyze how industries such as advertising and public relations play a role in the support of media.

- Analyze various media messages, e.g., radio, television, photography, Web or print, and describe the impact of the various messages from a personal, community and national perspective.

3. Demonstrate an understanding of the history and current state of mass communications.

- Recognize and discuss how important historical media events have influenced the way that various media have developed into today.
- Present an overview of the history of mass communication

4. Identify social, ethical, and legal issues in the media.

- Differentiate among social, ethical, and legal problems in the media.
- Recognize and explain the basic dynamics of libel laws.