

## 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.

**COURSE NUMBER:** COMM 106

**COURSE TITLE:** INTRODUCTION TO MASS MEDIA

**SEMESTER CREDIT HOURS:** 3

**DEPARTMENT:** Communication

**DIVISION:** General Education

**PREREQUISITE:** None

### **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. Understand the role of media in society, its historical significance, and basic media technology and issues.

- Develop a general understanding of newspaper, magazine, books, radio, television, and electronic media and their roles in society.
- Gain an understanding of industries such as advertising and public relations that support the media and the role that they play.
- Know several terms that refer to specific areas of each type of media.
- Students will be able to demonstrate knowledge of important historical media events and how they have influenced the direction that various media have evolved into today.
- Understand the basic difference between analog and digital signals.
- Discuss the strengths and weaknesses associated with media technology.
- Understand the future evolution regarding electronic media.

2. Differentiate among social, ethical, and legal problems in the media.

- Develop the ability to differentiate among social, ethical, and legal problems in the media.
- Gain the ability to understand the basic dynamics of libel laws.
- Give examples and debate ethical and social problems in the media.