MESABI RANGE COMMUNITY & TECHNICAL COLLEGE – VIRGINIA/EVELETH

Course Outline

Course Title:	**Introduction to Mass Communication**	**Submitted By:**	**B. Edwards**
Semester Course Prefix and Number:	**JOUR 1555**	**Approval Date:**	**Dec. 2002**
Old Quarter Course Prefix and Number:	**JOUR 101**	**Revision Date:**	**Feb. 2002**

Number of Credits: 3	**Number of Lecture Credits:**	**3**
Semester(s) Offered:	**Number of Lab Credits:**	**Number of Lab Hours:**
Negotiated Class Size:	**Number of Studio/Demonstration/Internship Credits:**	

Course Purpose Code:

_____ **0 –** Developmental Courses
_____ **1 –** Non-transferable, General Education
_____ **2 –** Technical course related to career programs
_____ **3 –** College course which has the primary goal of applying certain concepts (e.g. vocal ensemble)
_____ **4 –** Other college course not considered a part of general education (MNTC) e.g. computer science, health, physical education
__X__ **5 –** Course which is intended to fulfill the Minnesota Transfer Curriculum (MNTC) requirements.
_____ **9 –** Continuing Education/Customized Training specialized credit course (not occurring in 0-5)

Catalog Description:
This course provides a survey of the theories and concepts important to understanding mass communications. A strong emphasis will be placed on the effects of newspapers, magazines, radio, and television on a global society. The role and responsibility of the mass media in a free society will be debated.

Prerequisites and/or recommended entry skills/knowledge:

Course Prerequisite(s):	None
Reading Prerequisite:	College-level reading desired
Composition Prerequisite:	None
Mathematics Prerequisite:	None

Career Programs and Transfer Majors Accessing this Course:
This course is a necessity for journalism and communication majors. It may also be helpful for many of the career program students (e.g. marketing/management, business).

*Note: the University of Minnesota, Duluth, includes JOURN 1101 – Introduction to Mass Communications (4 credits) in their liberal arts distribution under Category III – The Individual & Society, Subdivision C: Contemporary

Minnesota Transfer Curriculum Goal(s) partially met by this course if applicable: Notes: No more than two goals may be met by any one course. (Curriculum Committee review and the Chief Academic Officer's approval are required).

0. ____ None
1. ____ Communications
2. ____ Critical Thinking
3. ____ Natural Sciences
4. ____ Mathematical/Logical Reasoning
5. __X__ History and the Social and Behavioral Sciences
6. ____ The Humanities and Fine Arts
7. ____ Human Diversity
8. ____ Global Perspectives
9. __X__ Ethical and Civic Responsibility
10. ____ People and the Environment

Learning outcomes, including any relevant competencies listed in the Minnesota Transfer Curriculum:

The student will be able to:

1. Define communication and contrast it with mass communication.
2. Explain and compare four major concepts of mass communications operation and control used throughout the world today.
3. Describe the primary roles the mass communications system plays in our society.
4. Describe some of the current criticisms of mass media performance and ethical values.
5. Analyze journalistic coverage of modern war and how that coverage has changed since WW II.
6. List several reasons that reporters turned toward interpretive styles in coping with twentieth-century news trends.
7. Describe economic and social changes that have affected the newspaper industry, and how newspapers have responded to them.
8. Analyze newspaper industry trends, specifically in such areas as technological innovation, competition for advertising dollars, and the emerging national press.
9. List and discuss the seven primary roles of the community newspaper.
10. Trace the historical development of photography in general and photojournalism in particular.
11. Describe recent changes in the nature of the magazine industry, especially niche marketing to increasingly fragmented audiences.
12. Analyze current industry trends, especially the use of computers in graphic design and in targeting audiences.
13. Discuss some concerns facing the book industry, and cite at least five trends that appear favorable for the book industry's future.
14. Evaluate the impact television has had on the radio industry, as well as the changes radio underwent in coping with TV as a competitor.
15. Describe various contemporary radio formats and explain why they are employed.
16. Comment on such current issues within the radio industry as deregulation and moral concern over content.
17. Describe the size and scope of the recording industry and discuss some of its history.
18. Discuss matters of current concern within the recording industry, such as counterfeiting and political and social pressure to monitor lyrics dealing with violence, drugs, and sex.
19. Analyze television news, and comment on five widespread criticisms of TV news.
20. List five major trends currently affecting the television industry.
21. Discuss current criticisms of the advertising field as well as industry responses to such criticism.
22. Discuss the elements of libel – specifically publication, identification, defamation, and fault – and how each can be established.
23. Explain the four categories of privacy invasion, and cite examples of ways the mass media might become embroiled in each.
24. List the current criteria required to establish a credible case of obscenity, and debate the Supreme Court's criteria where the mass media are concerned.
25. Describe some of the difficulties journalists face in their relationships with news sources, conflicts of interest, gifts and subsidies, and confidentiality.
26. Discuss contemporary issues in the field, such as reporting about AIDS victims, checkbook journalism, news leads, stage media events, and "outing" homosexuals.
27. Discuss some of the central problems journalists face in reporting the news from abroad.
28. Discuss current trends affecting international print and broadcast media, international advertising, public relations, and communications research.
29. Debate the ethical and legal issues that digital technology creates in such areas as privacy protection

and falsification.

Student assessment methods:
Tests, quizzes, individual or group projects, portfolios, small group and/or discussions of critical issues.

Use of instructional technology (includes software, interactive video and other instructional technologies):
Videos (e.g. CNN)
World Wide Web (Internet)

Outline of the major course content:

I. Mass Media
II. Books
III. Magazines
IV. Newspapers
V. Records
VI. Movies
VII. Radio
VIII. Television
IX. The Web
X. Journalism
XI. Public Relations
XII. Advertising
XIII. Media Research
XIV. Mass Communication
XV. Mass Media effects on individuals, on society, and on political systems.
XVI. Mass Media Law
XVII. Ethics and the Mass Media

Additional special information (special fees, directives on hazardous materials, etc.)

Transfer Information: (Please list colleges/majors that accept this course in transfer.)

Approvals:

Body	Representative Signatures	Date
Curriculum Committee	Dr. Bonnie Edwards	10-31-02
Faculty Association	Georgia Suoja	11-06-02
Meet and Confer	Dr. Jill Peterson	12-3-02
Chief Academic Officer	Dr. Jill Peterson	12-3-02

Distribution: Original – Administrative Office, Library, Learning Center, Records, Student Services, Curriculum Committee Chair