Course Title: Introduction to Mass Communication
Submitted By: Emily Werschay
Semester Course Prefix and Number: CMST 1575
Approval Date: December 2002
Old Quarter Course Prefix and Number: JOUR 101
Revision Date: December 2017

Number of Credits: 3
Number of Lecture Credits: 3
Semester(s) Offered: Class Size: 30
Number of Lab Credits: Number of Lab Hours: Negotiated by AASC on: (date)
Number of Studio/Demonstration/Internship Credits: 0

Course Purpose Code:
0 – Developmental Courses
1 – Non-transferable
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 MNTC (e.g. computer science, health, physical education)
x 5 – Course which is intended to fulfill the Minnesota Transfer Curriculum (MNTC) requirements or intended for transfer.
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, television, Internet, and social media 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
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).

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. AASC review and the Chief Academic Officer's approval are required.)

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<tr>
<th>Goal</th>
<th>Description</th>
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<tr>
<td>0</td>
<td>None</td>
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<tr>
<td>1</td>
<td>Communications</td>
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<tr>
<td>2</td>
<td>Critical Thinking</td>
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<td>3</td>
<td>Natural Sciences</td>
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<td>4</td>
<td>Mathematical/Logical Reasoning</td>
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<td>5</td>
<td>History and the Social and Behavioral Sciences</td>
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<td>6</td>
<td>The Humanities and Fine Arts</td>
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<td>7</td>
<td>Human Diversity</td>
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<td>8</td>
<td>Global Perspectives</td>
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<td>9</td>
<td>Ethical and Civic Responsibility</td>
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<td>10</td>
<td>People and the Environment</td>
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Learning Outcomes: (including any relevant competencies listed in the Minnesota Transfer Curriculum)
Upon completion of this course, the student will be able to:

1. Discuss the fundamental types and purposes of mass communication, and their relevance.
2. Discuss understanding and awareness of media influences on societal and cultural perceptions.
3. Discuss the evolving roles of social media messages on politics, behavior, and culture.
4. Demonstrate understanding of evolving media technologies, relevant issues, and trends.
5. Demonstrate understanding of mass media values, ethics, laws, and industry guidelines.
6. Analyze journalistic media coverage of modern events compared to coverage of historical events (example: current war time coverage compared to WWII coverage).
7. Analyze current industry trends.

Student Assessment Methods:
May include:
- Class participation
- Reaction papers
- Quizzes and tests
- Individual and group projects

Use of Instructional Technology: (includes software, interactive video and other instructional technologies):
- computer and software to include word processing and presentation software
- multi-media projection equipment

Additional Special Information: (special fees, directives on hazardous materials, etc.)

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

Affiliated Mesabi Range College Courses and Programs:

Approvals:

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<tr>
<th>Body</th>
<th>Representative Signatures</th>
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<tbody>
<tr>
<td>Faculty Association</td>
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<td>Academic Affairs Standards Committee</td>
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<td>Chief Academic Officer</td>
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Distribution: Original – Instructional Services
Copies: Transfer Specialist, Originating Faculty Member, Records
Revised: December 2012