ROSE STATE COLLEGE

Division Course Syllabus

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<th>Division</th>
<th>Humanities</th>
<th>Course Prefix and Number</th>
<th>MCOM 1103</th>
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Course Title: Introduction to Mass Media  
Semester and Year Submitted: Spring 2014  
Credit Hours: 3  
Prepared by: Susan Dawson-O'Brien  
Hours Per Week:  
Class: 3  
Lab: 0  

Course Description (as it appears in Catalog)
Survey of mass media in America’s broadcast, print, and digital communities. Focus includes evolution of various media, their role in society, and career opportunities.

Prerequisites: None

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<tr>
<th>Text(s):</th>
<th>Title</th>
<th>Media &amp; Culture 9th edition</th>
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<tbody>
<tr>
<td>Author</td>
<td>Campbell, Martin, and Fabos</td>
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<tr>
<td>Publisher</td>
<td>Bedford/St. Martin's Press</td>
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<td>Copyright Date</td>
<td>2014</td>
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<tr>
<td>ISBN #</td>
<td>978-1-4576-2831-3</td>
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<td>Reading Level</td>
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Supplemental Materials: (Other books, audio visual aids, etc.)
Outline for Remainder of Syllabus:

Rationale: This course introduces the various media and adjunct professions, including advertising and public relations. It presents the evolution of each medium, its impact on society, and related career opportunities.

Expected Outcomes:
At the end of the semester, successful students will be able to:
1. Discuss each medium, its purposes, and its functions;
2. Use vocabulary and concepts related to each medium;
3. Identify and/or employ theories related to each medium;
4. Discuss each medium’s impact on audiences specifically and society in general; and
5. Compare and contrast the various types of media.

Methods of Instruction: Class periods will blend discussion, lecture, in-class participation projects, and audio-visual materials, and will also include quizzes and examinations.

Assessment (Including Critical Thinking measurements):
Students will be assessed using quizzes, homework assignments, participation inside and outside of class, and examinations.

Grade scale: A’s are earned for work that is logical; coherent; offers abundant, appropriate examples and citations; features outstanding critical thinking skills; and is free of errors (fact, grammar, sentence structure, spelling, etc.). B’s are for work that draws logical conclusions from solid critical thinking skills; is coherent with minimal errors in spelling, grammar, structure, etc.; and presents good citations and examples. C’s are for acceptable work that shows logical and coherent considerations; meets the minimum criteria for content, citations, and examples; and shows consideration for spelling, grammar, structure, etc. D work does not meet assignment criteria; offers few or no citations or examples; shows little logic and/or poor coherence; and has many errors of structure. F’s are for unacceptable work that does not meet assignment criteria; contains no examples or citations; has no logic or coherence; is riddled with errors; and/or plagiarizes. Missing deadlines and being absent will also affect students’ grades.

Learning Objectives:
Unit 1: Introduction to Mass Communication
On a quiz, writing assignment, in-class activity, homework assignment or examination, students will:
- Identify each medium and its basic function. (Outcomes 1, 2)
- Define words and concepts related to mass media. (Outcome 2)

Unit 2: Internet, Digital Media, and Convergence
On a quiz, writing assignment, in-class activity, homework assignment or examination, students will:
- Discuss how the Internet has impacted media content and audience access. (Outcomes 1, 3, 4, 5)
- Use vocabulary and concepts related to the Internet. (Outcome 2)
Unit 3: Sound Recording and Popular Music
On a quiz, writing assignment, in-class activity, homework assignment or examination, students will:
  - Discuss the evolution of sound recording and popular music. (Outcomes 1, 2, 3, 4, 5)
  - Use vocabulary and concepts related to the sound recording and popular music. (Outcome 2)
  - Discuss the impact of popular music on other media, audiences, and society. (Outcomes 1, 2, 3, 4, 5)

Unit 4: Popular Radio and Origins of Broadcasting
On a quiz, writing assignment, in-class activity, homework assignment or examination, students will:
  - Discuss the evolution of popular radio. (Outcomes 1, 2, 3, 4, 5)
  - Use vocabulary and concepts related to radio and early broadcasting. (Outcome 2)
  - Discuss the impact of radio on other media and on society, including how music, entertainment and news are presented to audiences. (Outcomes 1, 2, 3, 4, 5)

Unit 5: Television and Cable
On a quiz, writing assignment, in-class activity, homework assignment or examination, students will:
  - Discuss the evolution of television and cable. (Outcomes 1, 2, 3, 4, 5)
  - Use vocabulary and concepts related to television and cable. (Outcome 2)
  - Discuss the impact of television and cable on each other, on other media, and on society, including how entertainment, information, and news are presented to audiences. (Outcomes 1, 2, 3, 4, 5)

Unit 6: Movies and Impact of Images
On a quiz, writing assignment, in-class activity, homework assignment or examination, students will:
  - Discuss the evolution of moving images and film. (Outcomes 1, 2, 3, 4, 5)
  - Use vocabulary and concepts related to moving images and film. (Outcome 2)
  - Discuss the impact of moving images and film on other media and on society, including entertaining and informative narratives are presented to audiences. (Outcomes 1, 2, 3, 4, 5)

Unit 7: Newspapers and Modern Journalism
On a quiz, writing assignment, in-class activity, homework assignment or examination, students will:
  - Discuss the evolution of newspapers. (Outcomes 1, 2, 3, 4, 5)
  - Use vocabulary and concepts related to newspapers. (Outcome 2)
  - Discuss the impact of newspapers on other media and society, including how entertainment, information, and news are presented to audiences. (Outcomes 1, 2, 3, 4, 5)

Unit 8: Magazines and the Age of Specialization
On a quiz, writing assignment, in-class activity, homework assignment or examination, students will:
  - Discuss the evolution of magazines. (Outcomes 1, 2, 3, 4, 5)
• Use vocabulary and concepts related to magazines. (Outcome 2)
• Discuss the impact of magazines on other media and society, including how entertainment, information, advertisements, and news are presented to specialized audiences. (Outcomes 1, 2, 3, 4, 5)

Unit 9: Books and the Power of Print
On a quiz, writing assignment, in-class activity, homework assignment or examination, students will:
• Discuss the evolution of the printed word and books. (Outcomes 1, 2, 3, 4, 5)
• Use vocabulary and concepts related to books. (Outcome 2)
• Discuss the impact of books on other media and on society, including how fiction and non-fiction narratives are presented to audiences. (Outcomes 1, 2, 3, 4, 5)

Unit 10: Advertising and Commercial Culture
On a quiz, writing assignment, in-class activity, homework assignment or examination, students will:
• Discuss the evolution of media advertising. (Outcomes 1, 2, 3, 4, 5)
• Use vocabulary and concepts related to advertising. (Outcome 2)
• Discuss the ways advertising is competitively used by the various media and the impact on society. (Outcomes 1, 2, 3, 4, 5)
• Discuss the various techniques advertisers utilize to target specific audiences. (Outcomes 1, 2, 3, 4)

Unit 11: Public Relations and Framing the Message
On a quiz, writing assignment, in-class activity, homework assignment or examination, students will:
• Discuss the evolution of public relations. (Outcomes 1, 2, 3, 4, 5)
• Use vocabulary and concepts related to public relations. (Outcome 2)
• Discuss how the various media utilize public relations and the impact on specific audiences and society in general. (Outcomes 1, 2, 3, 4, 5)

Unit 12: Media Economics and the Global Marketplace
On a quiz, writing assignment, in-class activity, homework assignment or examination, students will:
• Discuss the evolution of media economics and how world economies affect the media. (Outcomes 1, 2, 3, 4, 5)
• Use vocabulary and concepts related to media economics. (Outcome 2)
• Discuss the ways media economics affects specific audiences and society as a whole. (Outcomes 1, 2, 3, 4, 5)

Unit 13: Culture of Journalism and Ethics
On a quiz, writing assignment, in-class activity, homework assignment or examination, students will:
• Discuss media ethics, values held by journalists, and media/government relationships. (Outcomes 1, 2, 3, 4, 5)
• Use vocabulary and concepts related to ethics, journalism values, and media/government relationships. (Outcome 2)
• Compare/contrast the way media are governed in the United States with government in other countries. (Outcomes 1, 2, 3, 4, 5)
• Discuss how ethics, values, and governmental support affect the way journalists present information, entertainment, and news to audiences. (Outcomes 1, 2, 3, 4, 5)

Unit 14: Media Law
On a quiz, writing assignment, in-class activity, homework assignment or examination, students will:
• Define laws that pertain to media. (Outcomes 1, 2, 3, 5)
• Use vocabulary and concepts related to media law. (Outcome 2)
• Discuss how laws affect the way media present information, news, and entertainment to audiences. (Outcomes 1, 2, 3, 4, 5)