

COURSE OUTLINE**Journalism 101  
Introduction to Journalism****I. Catalog Statement**

Journalism 101 is an introductory course exploring the history, institutions, and social impact of mass communication media, including print, photography, recordings, film, television, computers, and the role of advertising and public relations. The course is taught from a perspective of theories of persuasion, the symbolic power of images, and the relationship between information and knowledge. Special attention is given to the impact of these media on how we live and believe as individuals and as a society.

Units – 3.0

Lecture Hours – 3.0

Recommended Preparation: Eligibility for English 101

**II. Course Entry Expectations**

Skills Level Ranges: Reading: 5; Writing: 5; Speaking/Listening: 5; Math: 1

**III. Course Exit Standards**

Upon successful completion of the required coursework, the student will be able to:

1. analyze how information flows through the mass media in our society through news coverage, entertainment programming advertising, public relations and other channels;
2. distinguish between media content created to inform – the goal of news – and media content created to persuade – the goal of advertising;
3. evaluate the inherent strengths and weaknesses of each mass medium and how those strengths and weaknesses shape their offerings;
4. analyze the ways in which the mass media shape public opinion and the public social and political agenda;
5. compare and contrast writing for broadcast with writing for print.

**IV. Course Content**

A.	Communication: Mass and other forms	3 hours
B.	Perspectives on mass communication	4 hours
C.	Historical and cultural context	5 hours
D.	Structure of the newspaper industry	2 hours
E.	Structure of the magazine industry	2 hours

F.	Structure of the book industry	2 hours
G.	Structure of the radio industry	2 hours
H.	Structure of the recording industry	2 hours
I.	Structure of the television industry	2 hours
J.	Structure of the motion picture industry	2 hours
K.	News gathering and reporting	2 hours
L.	Structure of the public relations industry	2 hours
M.	Structure of the advertising industry	2 hours
N.	Legal controls of the mass media	5 hours
O.	Informal controls: Media ethics	5 hours
P.	Social effects of mass communication	5 hours
Q.	The Global Village: International and comparative media systems	3 hours

V. **Methods of Presentation**

The following instructional methodologies may be used in the course:

1. class lecture and discussion;
2. group learning.

VI. **Assignments and Methods of Evaluation**

1. Three quizzes
2. A 6-page research paper that stresses the use of numerous high-quality sources in addition to assigned materials to analyze a contemporary media issue and evaluate its effects on the individual and the larger society.
3. One-hour mid-term examination consisting of multiple choice and essay questions. Emphasis is on essay questions, which demand the ability to synthesize diverse material.
4. A 2 1/2 hour final examination consisting of multiple choice and essay questions. Emphasis is on essay questions, which demand the ability to synthesize diverse material.

VII. **Textbook**

Dominick, Joseph R., Dynamics of Mass Communication  
McGraw-Hill, 10<sup>th</sup> edition, 2009

12<sup>th</sup> Grade Textbook Reading Level

ISBN: 0-07-334850-3

VIII. **Student Learning Outcomes**

Upon successful completion of the required coursework, students will:

1. be able to analyze how various mass media function in our society with a special emphasis on how they reconcile the artistic or informational ideals of their medium with the need to remain economically viable in a capitalistic economy;

2. receive an introduction to the field of Journalism research that will allow students to evaluate how popular entertainment affects adults and children, particularly in regard to violent and other aggressive media content;
3. be introduced to the concept of news as an important form of continuing civic education that empowers citizens and voters in a democratic society to analyze and critique social and political issues, and to evaluate news media coverage of those issues;
4. be able to recognize, analyze and critique media messages that are the product of professionals in the persuasive media professions of public relations and advertising. Students will be able to describe the methods by which these media professionals shape messages, and be able to critique the effects that such messages have on the larger society.