



**COURSE OUTLINE : MCOMM 101**  
**D Credit – Degree Applicable**  
**COURSE ID 003189**  
**Cyclical Review: August 2020**

**COURSE DISCIPLINE :** MCOMM  
**COURSE NUMBER :** 101  
**COURSE TITLE (FULL) :** Introduction to Mass Communications  
**COURSE TITLE (SHORT) :** Intro to Mass Communications

**CATALOG DESCRIPTION**

MCOMM 101 is a survey course that examines mass communication and its interrelationships with society in the digital age. This introductory course explores the history, institutions, and social impact of mass communication media, including the Internet and social media, print, photography, recordings, film, television, computers, and the role of advertising and public relations. The course includes discussion of theories and effects, economics, technology, law and ethics, global media, media literacy, and social issues, including gender and cultural diversity. Special attention is given to the impact of mass media on how we live and believe as individuals and as a society.

Total Lecture Units: 3.00

Total Laboratory Units: 0.00

**Total Course Units: 3.00**

Total Lecture Hours: 54.00

Total Laboratory Hours: 0.00

Total Laboratory Hours To Be Arranged: 0.00

**Total Contact Hours: 54.00**

**Total Out-of-Class Hours: 108.00**

Recommended Preparation: ENGL 100 or ESL 151, or equivalent.



**ENTRY STANDARDS**

	<b>Subject</b>	<b>Number</b>	<b>Title</b>	<b>Description</b>	<b>Include</b>
1	ENGL	100	Writing Workshop	Read, analyze, and evaluate contemporary articles and stories to identify topic, thesis, support, transitions, conclusion, audience, and tone;	Yes
2	ENGL	100	Writing Workshop	read, analyze, and evaluate contemporary articles and stories for the comprehension of difficult content and the identification of main ideas and (topic-based) evidence;	Yes
3	ENGL	100	Writing Workshop	read, analyze, and evaluate student compositions for unity, development, use of evidence, interpretation, coherence, and variety of sentence form;	No
4	ENGL	100	Writing Workshop	write a summary of a contemporary article or story with correct citation techniques;	Yes
5	ENGL	100	Writing Workshop	write an argumentative essay that has an introduction, body paragraphs, and a conclusion, demonstrating a basic understanding of essay organization;	Yes
6	ENGL	100	Writing Workshop	write an argumentative essay that addresses the topic, is directed by a thesis statement, uses appropriate textual evidence, develops logical interpretations, and concludes with some compelling observations;	No
7	ENGL	100	Writing Workshop	write an argumentative essay that integrates the ideas of others (i.e., authors) through paraphrasing, summarizing, and quoting with correct citation techniques;	No
8	ENGL	100	Writing Workshop	write an argumentative essay that generates novel ideas (those that add to the conversation rather than repeating the author's ideas) related to the topic and the readings;	No
9	ENGL	100	Writing Workshop	write compositions (e.g., summaries and argumentative essays) that are easy to read and follow, though some errors in grammar, mechanics, spelling, or diction may exist;	Yes
10	ENGL	100	Writing Workshop	proofread and edit essays for content, language, citation, and formatting problems.	No
11	ESL	151	Reading and Composition V	Read and critically analyze various academic readings;	No
12	ESL	151	Reading and Composition V	summarize readings;	Yes



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13	ESL	151	Reading and Composition V	organize fully-developed essays in both expository and argumentative modes;	No
14	ESL	151	Reading and Composition V	compose a 500 to 550-word essay which: summarizes and cites appropriately a reading passage; includes a clear thesis statement; uses evidence to support the thesis; shows clear organization into an introduction, body, and conclusion;	Yes
15	ESL	151	Reading and Composition V	revise writing to eliminate errors in syntax, and grammatical constructions;	No
16	ESL	151	Reading and Composition V	employ basic library research techniques;	Yes
17	ESL	151	Reading and Composition V	compose one research paper (1,000 words) or two short research papers (500-700 words each) with citations.	Yes

**EXIT STANDARDS**

- 1 Identify major mass media, i.e. Newspaper, Magazine, Motion Picture and Recording Industries, and also recognize the emergence of digital media including social media, streaming and gaming as mass media;
- 2 compare and contrast the motivations and goals of news media versus entertainment media versus persuasive media (public relations and advertising);
- 3 develop critical thinking skills to analyze the role, power, influence and social effects of mass media;
- 4 analyze the historical development of mass media in the United States;
- 5 examine the ethical responsibilities and restraints of the mass media;
- 6 demonstrate an understanding of the legal responsibilities of the mass media, including libel, invasion of privacy, obscenity, copyright and freedom of information;
- 7 evaluate global media trends;
- 8 compare and contrast traditional mass media with online media, particularly in regard to gatekeeping and feedback.

**STUDENT LEARNING OUTCOMES**

- 1 analyze how various mass media reconcile the artistic or informational ideals of each medium with the need to remain economically viable amidst a challenging economic environment and rapid social and technological change
- 2 recognize, analyze, and critique news, entertainment and persuasive media messages through media literacy skills

**COURSE CONTENT WITH INSTRUCTIONAL HOURS**

	Description	Lecture	Lab	Total Hours
1	Communication: Mass and Other Forms	4	0	4
2	Perspectives on Mass Communication	3	0	3



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3	Historical and Cultural Context	4	0	4
4	Structure of the Newspaper Industry	3	0	3
5	Structure of the Magazine Industry	2	0	2
6	Structure of the Book Industry	2	0	2
7	Structure of the Radio Industry	2	0	2
8	Structure of the Recording Industry	2	0	2
9	Structure of the Television Industry	3	0	3
10	Structure of the Motion Picture Industry	4	0	4
11	Internet, Interactive and Social Media	4	0	4
12	Newsgathering and Reporting	3	0	3
13	Structure of the Public Relations Industry	3	0	3
14	Structure of the Advertising Industry	3	0	3
15	Media Law	4	0	4
16	Media Ethics	3	0	3
17	Comparative International Media Systems	2	0	2
18	Race, Gender, Power, Influence and Social Effects of Mass Media.	3	0	3
				<b>54</b>

**OUT OF CLASS ASSIGNMENTS**

- 1 practice quizzes;
- 2 worksheets;
- 3 media diaries;
- 4 reading assignments in the textbook and other articles;
- 5 a research paper requiring critical thinking and analysis of current media trends that fall within the parameters of the course content and support the exit standards

**METHODS OF EVALUATION**

- 1 quizzes that are a combination of multiple choice and short-essay questions;
- 2 a mid-term examination consisting of multiple choice and analytical essay questions.
- 3 a final examination consisting of multiple choice and analytical essay questions.
- 4 substantive written assignments based on media-related field trips or class discussions (e.g.comparing the actual American West with the imagined West at the Autry Museum of Western Heritage).



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**METHODS OF INSTRUCTION**

- Lecture
- Laboratory
- Studio
- Discussion
- Multimedia
- Tutorial
- Independent Study
- Collaboratory Learning
- Demonstration
- Field Activities (Trips)
- Guest Speakers
- Presentations

**TEXTBOOKS**

Title	Type	Publisher	Edition	Medium	Author	IBSN	Date
Mass Communication: Living in a Media World	Required	Los Angeles: Sage	7	Print	Hanson, Ralph E.	9781544332345	2019
Introduction to Mass Communication: Media Literacy and Culture	Required	London: MacMillan	12	Print	Campbell, Richard	9781319102852	2019