

MCOMM101 : Introduction To Mass Communications

General Information

Author:	<ul style="list-style-type: none">Samantha Garagliano
Course Code (CB01) :	MCOMM101
Course Title (CB02) :	Introduction To Mass Communications
Department:	MCOMM
Proposal Start:	Spring 2025
TOP Code (CB03) :	(0601.00) Media and Communications, General
CIP Code:	(09.0102) Mass Communication/Media Studies.
SAM Code (CB09) :	Non-Occupational
Distance Education Approved:	No
Will this course be taught asynchronously?:	No
Course Control Number (CB00) :	CCC000050080
Curriculum Committee Approval Date:	05/22/2024
Board of Trustees Approval Date:	07/16/2024
Last Cyclical Review Date:	05/22/2024
Course Description and Course Note:	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.
Justification:	Mandatory Revision
Academic Career:	<ul style="list-style-type: none">Credit
Mode of Delivery:	
Author:	
Course Family:	

Academic Senate Discipline

Primary Discipline:	<ul style="list-style-type: none">Mass Communication
Alternate Discipline:	<ul style="list-style-type: none">Journalism
Alternate Discipline:	No value

Course Development

Basic Skill Status (CB08)

Course is not a basic skills course.

Allow Students to Gain Credit by Exam/Challenge

Course Special Class Status (CB13)

Course is not a special class.

Pre-Collegiate Level (CB21)

Not applicable.

Grading Basis

- Grade with Pass / No-Pass Option

Course Support Course Status (CB26)

Course is not a support course

General Education and C-ID

General Education Status (CB25)

Not Applicable

Transferability

Transferable to both UC and CSU

Transferability Status

Approved

IGETC Area

4J-Sociology & Criminology

Area

Sociology & Criminology

Status

Approved

Approval Date

09/05/2001

Comparable Course

No Comparable Course defined.

CSU GE-Breadth Area

D7-Interdisciplinary Social or Behavioral Science

Area

Interdisciplinary Social or Behavioral Science

Status

Approved

Approval Date

09/05/2001

Comparable Course

No Comparable Course defined.

C-ID

JOUR

Area

Journalism

Status

Approved

Approval Date

02/16/2016

Comparable Course

JOUR 100 - Introduction To Mass Communications

Units and Hours

Summary

Minimum Credit Units (CB07)

3

Maximum Credit Units (CB06)

3

Total Course In-Class (Contact) Hours

54

Total Course Out-of-Class Hours

108

Total Student Learning Hours

162

Credit / Non-Credit Options

Course Type (CB04)

Noncredit Course Category (CB22)

Noncredit Special Characteristics

Credit - Degree Applicable

Credit Course.

No Value

Course Classification Code (CB11)

Credit Course.

Variable Credit Course

Funding Agency Category (CB23)

Not Applicable.

Cooperative Work Experience
 Education Status (CB10)

Weekly Student Hours

Course Student Hours

	In Class	Out of Class
Lecture Hours	3	6
Laboratory Hours	0	0
Studio Hours	0	0

Course Duration (Weeks)	18
Hours per unit divisor	54
Course In-Class (Contact) Hours	
Lecture	54
Laboratory	0
Studio	0
Total	54

Course Out-of-Class Hours	
Lecture	108
Laboratory	0
Studio	0
Total	108

Time Commitment Notes for Students

No value

Units and Hours - Weekly Specialty Hours

Activity Name	Type	In Class	Out of Class
No Value	No Value	No Value	No Value

Pre-requisites, Co-requisites, Anti-requisites and Advisories

Advisory

ENGL101 - Introduction to College Reading and Composition

Objectives

- Read, analyze, and evaluate a variety of primarily non-fiction readings for content, context, and rhetorical merit with consideration of tone, audience, and purpose.
- Apply a variety of rhetorical strategies in writing unified, well-organized essays directed by a well-reasoned thesis statement with persuasive support.
- Develop varied and flexible strategies for generating, drafting, and revising essays.
- Analyze stylistic choices in their own writing and the writing of others.
- Write timed, in-class essays exhibiting acceptable college-level control of mechanics, organization, development, and coherence.
- Integrate the ideas of others through paraphrasing, summarizing, and quoting without plagiarism.
- Find, evaluate, analyze, and interpret primary and secondary sources, incorporating them into written essays using appropriate documentation format.
- Proofread and edit essays for presentation so they exhibit no disruptive errors in English grammar, usage, or punctuation.

Advisory

ESL151 - Reading And Composition V

Objectives

- Summarize readings.
- 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.
- Employ basic library research techniques.
- Compose one research paper (1,000 words) or two short research papers (500-700 words each) with citations.

Entry Standards

Entry Standards

Course Limitations

Cross Listed or Equivalent Course

Specifications

Methods of Instruction

Methods of Instruction Lecture

Methods of Instruction Discussion

Methods of Instruction Multimedia

Methods of Instruction Collaborative Learning

Methods of Instruction Field Activities (Trips)

Methods of Instruction Guest Speakers

Out of Class Assignments

- Practice quizzes
- Worksheets
- Media diaries
- Reading assignments in the textbook and other articles
- 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

Rationale

Exam/Quiz/Test

Quizzes that are a combination of multiple choice and short-essay questions

Exam/Quiz/Test

A mid-term examination consisting of multiple choice and analytical essay questions

Exam/Quiz/Test

A final examination consisting of multiple choice and analytical essay questions

Writing Assignment

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)

Textbook Rationale

No Value

Textbooks

Author

Title

Publisher

Date

ISBN

Hanson, Ralph E.

Mass Communication: Living
in a Media World

Los Angeles: Sage

2021

9781544382999

Campbell, Richard

Introduction to Mass
Communication: Media
Literacy and Culture

London:
MacMillan

2023

9781264305094

Other Instructional Materials (i.e. OER, handouts)

No Value

Materials Fee

No value

Learning Outcomes and Objectives

Course Objectives

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.

Compare and contrast the motivations and goals of news media versus entertainment media versus persuasive media (public relations and advertising).

Develop critical thinking skills to analyze the role, power, influence and social effects of mass media.

Analyze the historical development of mass media in the United States.

Examine the ethical responsibilities and restraints of the mass media.

Demonstrate an understanding of the legal responsibilities of the mass media, including libel, invasion of privacy, obscenity, copyright and freedom of information.

Evaluate global media trends.

Compare and contrast traditional mass media with online media, particularly in regard to gatekeeping and feedback.

SLOs

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. Expected Outcome Performance: 70.0

<i>MCOMM</i> Mass Communications AA	Analyze and differentiate the primary influences of dominant mass media on major cultural practices and social and political institutions
	Research and explain the historical influences of dominant communication technologies on society, culture, and human behavior.
<i>MCOMM</i> Mass Communications Certificate	Analyze and differentiate the primary influences of dominant mass media on major cultural practices and social and political institutions
	Research and explain the historical influences of dominant communication technologies on society, culture, and human behavior.
<i>MCOMM</i> Mass Communications AS	Analyze and differentiate the primary influences of dominant mass media on major cultural practices and social and political institutions
	Research and explain the historical influences of dominant communication technologies on society, culture, and human behavior.
<i>ILOs</i> Core ILOs	Analyze and solve problems using critical, logical, and creative thinking; ask questions, pursue a line of inquiry, and derive conclusions; cultivate creativity that leads to innovative ideas.
<i>MEDIA</i> Film,TV,and Elctr Media - AST	Demonstrate an understanding of the various techniques of film language and the cinematic tools to tell a story including producing, screenwriting, directing, cinematography, production design, sound design, and editing (picture and sound).
<i>ILOs</i> General Education	apply methodologies used by social and behavioral scientists
	recall, analyze, and synthesize theories and real-world issues and topics related to social, political, and/or economic institutions
<i>MEDIA</i> Visual Arts: Media Arts - A.A. Degree Major	demonstrate an understanding of composition, film language and lighting techniques to support the creative vision of the director.

Recognize, analyze, and critique news, entertainment and persuasive media messages through media literacy skills. Expected Outcome Performance: 70.0

<i>MCOMM</i> Mass Communications Certificate	Analyze and differentiate the primary influences of dominant mass media on major cultural practices and social and political institutions
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<i>MCOMM</i> Mass Communications AA	Analyze and differentiate the primary influences of dominant mass media on major cultural practices and social and political institutions
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<i>MCOMM</i> Mass Communications AS	Analyze and differentiate the primary influences of dominant mass media on major cultural practices and social and political institutions
	Research and explain the historical influences of dominant communication technologies on society, culture, and human behavior.
<i>ILOs</i> Core ILOs	Analyze and solve problems using critical, logical, and creative thinking; ask questions, pursue a line of inquiry, and derive conclusions; cultivate creativity that leads to innovative ideas.
	Communicate clearly, ethically, and creatively; listen actively and engage respectfully with others; consider situational, cultural, and personal contexts within or across multiple modes of communication.
<i>JOURN</i> Journalism	Demonstrate ability to recognize and produce well written news and feature articles
<i>MEDIA</i> Film,TV,and Elctr Media - AST	Demonstrate an understanding of the various techniques of film language and the cinematic tools to tell a story including producing, screenwriting, directing, cinematography, production design, sound design, and editing (picture and sound).
<i>ILOs</i> General Education	apply methodologies used by social and behavioral scientists
	recall, analyze, and synthesize theories and real-world issues and topics related to social, political, and/or economic institutions

Course Content

Lecture Content

Communication: Mass and Other Forms (4 hours)

- Definition and characteristics of mass communication
- Contrasts between mass communication and other forms of communication
- Historical development of mass communication

Perspectives on Mass Communication (3 hours)

- Theoretical approaches
- Critical perspectives

Historical and Cultural Context (4 hours)

- Evolution of mass communication technologies from oral tradition to digital media
- Influence of historical events and cultural movements on the development of mass media
- Impact of globalization on mass communication

Structure of the Newspaper Industry (3 hours)

- Historical overview of the newspaper industry
- Business models and ownership structures
- Challenges and opportunities in the digital age

Structure of the Magazine Industry (2 hours)

- Types and genres of magazines
- Production and distribution processes
- Role of niche markets and advertising

Structure of the Book Industry (2 hours)

- Publishing process from manuscript to distribution
- Impact of e-books and self-publishing on the industry
- Trends in book sales and reading habits

Structure of the Radio Industry (2 hours)

- Evolution of radio broadcasting
- Radio formats and audience segmentation
- Impact of digital radio and podcasting

Structure of the Recording Industry (2 hours)

- Historical development of the music recording industry
- Major record labels and independent music distribution
- Digital disruption and the rise of streaming platforms

Structure of the Television Industry (3 hours)

- Television programming genres and formats
- Broadcast vs. cable vs. streaming services
- Advertising revenue models and ratings systems

Structure of the Motion Picture Industry (4 hours)

- Film production process from development to distribution
- Hollywood studio system vs. independent filmmaking
- Impact of digital technologies on film exhibition and piracy

Internet, Interactive and Social Media (4 hours)

- Evolution of the internet and web technologies
- Social media platforms and user-generated content
- Digital advertising and data privacy concerns

Newsgathering and Reporting (3 hours)

- Role of journalists and news organizations in a democratic society
- Newsroom structures and editorial processes
- Ethical considerations in reporting and sourcing

Structure of the Public Relations Industry (3 hours)

- Functions and objectives of public relations
- PR strategies and tactics
- Crisis communication and reputation management

Structure of the Advertising Industry (3 hours)

- Advertising agencies and client relationships
- Creative processes and campaign development
- Media planning and buying

Media Law (4 hours)

- First Amendment rights and limitations
- Copyright, trademark, and intellectual property law
- Libel, defamation, and privacy laws

Media Ethics (3 hours)

- Ethical principles and codes of conduct in journalism and advertising
- Ethical decision-making frameworks
- Case studies and ethical dilemmas in media production and consumption

Comparative International Media Systems (2 hours)

- Models of media systems (e.g., authoritarian, libertarian, social responsibility)
- Media ownership and censorship in different countries
- Globalization and cultural imperialism in media content

Race, Gender, Power, Influence and Social Effects of Mass Media (3 hours)

- Representation of race, gender, and identity in media
- Media effects on attitudes, behaviors, and societal norms
- Power dynamics in media industries and audience reception

Total hours: 54

Additional Information

Is this course proposed for GCC Major or General Education Graduation requirement? If yes, indicate which requirement in the two areas provided below.

Yes

GCC Major Requirements

No Value

GCC General Education Graduation Requirements

Social Sciences

Repeatability

Not Repeatable

Justification (if repeatable was chosen above)

No Value

Resources

Did you contact your departmental library liaison?

No

If yes, who is your departmental library liaison?

Jennie Quinonez-Skinner (Language Arts, Student Services)

Did you contact the DEIA liaison?

No

Were there any DEIA changes made to this outline?

No

If yes, in what areas were these changes made:

No Value

Will any additional resources be needed for this course? (Click all that apply)

No Value

If additional resources are needed, add a brief description and cost in the box provided.

No Value