



South Central College

COMM 150 Introduction to Mass Communication

Course Outcome Summary

Course Information

Description	Introduction to Mass Communication explores the structures, functions, responsibilities, and effects of the media in contemporary society. Students will gain an understanding of the social, economic, and intellectual forces that help shape the media. The course presents concise historical perspectives of each major type of mass media. However, the primary focus is on the issues surrounding contemporary mass media with a strong emphasis on media literacy and ethical responsibility. (Prerequisite: Accuplacer Reading Score of 78 or above or completion of READ 0090) (MNTC 2, 9: Critical Thinking, Ethical and Civic Responsibility)
Total Credits	4
Total Hours	64

Types of Instruction

Instruction Type	Credits/Hours
Lecture	4/64

Pre/Corequisites

Accuplacer Reading Comprehension Score of 78 or above or completion of READ 0090

Institutional Core Competencies

Civic Engagement and Social Responsibility - Students will be able to demonstrate the ability to engage in the social responsibilities expected of a community member.

Critical and Creative Thinking - Students will be able to demonstrate purposeful thinking with the goal of using a creative process for developing and building upon ideas and/or the goal of using a critical process for the analyzing and evaluating of ideas.

Course Competencies

1. Develop media literacy skills.

Learning Objectives

- Define the term media literacy.
- List the key principles involved in becoming media literate.
- Discuss the importance of developing media literacy skills.

Explain the relationship between mass media and culture.
Analyze how the mass media affect people's everyday lives.

2. Investigate the business aspects of media.

Learning Objectives

Recognize how mass media personnel consider the audience as an integral part of doing business.
Describe the primary genres of the materials created by various mass media industries.
Discuss the process of producing, distributing, and exhibiting materials in mass media industries.
Explain the way media firms finance the production, distribution, and exhibition of media materials.

3. Differentiate between formal and informal controls on media content.

Learning Objectives

Explain the reasons for and the theories underlying media regulation.
Compare/contrast the different types of media regulation.
Discuss the ways in which media organizations practice self-regulation, both internally and externally.
Describe how media regulation affects consumers.

4. Analyze the ethical implications of media regulation.

Learning Objectives

Recognize the struggle that exists between citizens and regulatory bodies in the search for information.
Analyze the meaning, importance, and difficulties of applying and following basic ethical principles within mass media organizations.
Evaluate some modern ethical dilemmas facing media workers today.

5. Critique research on media effects and media culture.

Learning Objectives

Explain what mass media research is, how it is conducted, and the ways in which it can be evaluated.
Describe how being media literate with regard to mass media research can help consumers understand the influence mass media has on them.

6. Compare/contrast various approaches to mass media research.

Learning Objectives

Discuss the purpose, practices, and theories of the mainstream approach, critical approach, and and cultural studies approach to mass media research.
Recognize the shift from mainstream approaches to critical and cultural studies approaches.

7. Analyze the blurring of media boundaries.

Learning Objectives

Identify the trends that are re-shaping the world of mass media and blurring media boundaries.
Explain the impacts media fragmentation and digital convergence have on media organizations and consumers.
Analyze the audience segmentation strategies of media organizations.
Identify the benefits and challenges of distributing products across media boundaries.
Debate the consequences of globalization and conglomeration.

8. Recognize cross-media strategies.

Learning Objectives

List the modern-day media conglomerates.
Identify the three main operating strategies of media conglomerates.
Discuss some cross-media strategies.
Critically evaluate media conglomerates and cross-media strategies.

9. Examine the print media.

Learning Objectives

Describe the birth of printing in Asia and Europe.
Articulate when, how, and why newspapers, books, and magazines became mass media.
Explain how the idea of an adversarial press took hold in the United States.
Identify key events that created significant changes in the print media.
Predict future changes and their effects in the print media.

10. Examine the book industry.

Learning Objectives

Differentiate among the different types of books.
Assess the ethical pitfalls that are present in book publishing.
Explain the roles of production, distribution, and exhibition.
Evaluate the effects of new technologies and conglomeration.

11. Examine the newspaper industry.

Learning Objectives

Explain the roles of production, distribution, and exhibition.
Describe the role and influence of advertising on the newspaper industry.
Discuss the challenges faced by newspapers today and some approaches to dealing with them.
Evaluate the impacts of newspapers on people's everyday life.

12. Examine the magazine industry.

Learning Objectives

Explain the roles of production, distribution, and exhibition.
Discuss the trend toward market segmentation.
List the risks and barriers involved in launching a new magazine.
Discuss the impacts of the Internet on print magazines.

13. Examine the early years of the radio and recording industries.

Learning Objectives

Describe the influence that shaped early musical recordings.
Detail how commercial radio developed and how it was different than radio today.
Explain why the radio and recording industry have had such a close relationship over the decades.

14. Examine today's radio industry.

Learning Objectives

Describe the ways in which a radio station signals its format to listeners.
Explain the relationship between advertising and programming.
Analyze the role of market research.
Critique the issues surrounding the consolidation of radio station ownership.
Examine ways in which new technologies might compete with radio.

15. Examine today's recording industry.

Learning Objectives

Explain how a recording is developed.
List the ways in which artists and labels make profits.
Examine the promotional techniques used to push sales.
Make an argument regarding one of the major controversies facing the recording industry today.

16. Examine the historical development of motion pictures and television.

Learning Objectives

Trace the history of motion pictures and television throughout the 1900s.
Describe the historical relationship between the motion picture industry and television industry.
Discuss the development of the studio system in Hollywood.

17. Examine the motion picture industry.

Learning Objectives

Explain the roles of production, distribution, and exhibition.
Describe how movies are financed and how they make money.
Analyze the relationship between movie distributors and theaters.
Discuss the global impacts of Hollywood movies.
Defend a position on the impacts of the American movie industry on world culture.

18. Examine the television industry.

Learning Objectives

Compare/contrast broadcast, cable, and satellite television.
Explain the roles of production, distribution, and exhibition.
Analyze the roles and effects of advertising on television content.
Discuss the impacts of cable, satellite, home video, and digital technologies on the major broadcast networks.
Predict future changes and their effects in the television industry.

19. Examine the Internet and computer software industry.

Learning Objectives

Sketch the development of the computer, Internet, and World Wide Web.
Compare/contrast the computer software industry with the book industry.
Recognize online business models.
Discuss major social controversies and ethical issues surrounding the Internet and World Wide Web.
Predict future changes and their effects in the Internet and computer software industry.

20. Examine the advertising industry.

Learning Objectives

Distinguish between advertising and public relations.
Describe the various types of advertising agencies.
Explain the process of producing and creating ads.
Give examples of branding and positioning.
Debate advertiser's role in spreading commercialism and the decline of democratic participation.

21. Examine the public relations industry.

Learning Objectives

Describe how public relations works.
Identify the nine areas of the public relations industry.
Explain how public relations, advertising, and other persuasion activities have come together to produce integrated marketing communication.
Debate concerns that media critics have about the persuasion industries of advertising and public relations.

SCC Accessibility Statement

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