



South Central College

MASS 110 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

Pre/Corequisites

Accuplacer Reading Comprehension Score of 77.5 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.

Course Competencies

1. Understand the importance of media literacy and develop media literacy skills.

Learning Objectives

- Explain the meaning and importance of the relationship between mass media and culture.
- Understand how the mass media affect our everyday lives.
- Explain what the term media literacy means.
- List the key principles involved in becoming media literate.
- Discuss the importance of developing media literacy skills.
- Practice media literacy skills.

2. Make sense of the business 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.
- Identify and discuss the process of producing, distributing, and exhibiting materials in mass media industries.
- Understand the way media firms finance the production, distribution, and exhibition of media materials.

3. Understand the formal and informal controls on media content.

Learning Objectives

Explain the reasons for and the theories underlying media regulation.
Identify 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 you as a consumer.

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.
Understand the meaning, importance, and difficulties of applying and following basic ethical principles within mass media organizations.
Identify and evaluate some modern ethical dilemmas facing media workers today.

5. Make sense of 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.
Understand how being media literate in regards to mass media research and media effects can allow you to understand and evaluate mass media's influence on you.

6. Discuss various approaches to mass media research.

Learning Objectives

Discuss the purpose, practices, and theories of the mainstream approach, critical approach, 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 six trends that are re-shaping the world of mass media and blurring media boundaries.
Understand the impacts media fragmentation and digital convergence have on media organizations and consumers.
Analyze the audience segmentation strategies of media organizations.
Identify and explain the benefits and challenges of distributing products across media boundaries.
Recognize the trend toward globalization and conglomeration and evaluate their consequences.

8. Understand cross-media strategies.

Learning Objectives

Identify three contemporary media conglomerates.
Understand the three main operating strategies of media conglomerates.
Discuss some cross-media strategies.
Adopt a critical view of 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.
Consider possible future changes and their effects in the print media.

10. Learn about 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. Understand 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 impact of newspapers on your 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 impact of the Internet/Web on print magazines.

13. Learn about 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 that radio today.
Explain why the radio and recording industry have had such a close relationship over the decades.

14. Learn about 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.
Critically examine the issues surrounding the consolidation of radio station ownership.
Consider ways in which new technologies might compete with radio.

15. Learn about today's recording industry.

Learning Objectives

Explain how a recording is developed.
Understand the ways in which artists and labels turn profits.
Examine the promotional techniques used to push sales.
Decide where you stand on 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. Learn about 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 impact of Hollywood movies.
Determine where you stand on the impact of the American movie industry on world culture.

18. Learn about the television industry.

Learning Objectives

Compare and contrast broadcast, cable, and satellite television.
Explain the roles of production, distribution, and exhibition.
Analyze the role of advertising on television.
Discuss the impacts of cable, satellite, home video, and digital technologies on the major broadcast networks.
Consider possible 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 and contrast the computer software industry with the book industry.
Explore online business models.
Discuss major social controversies and ethical issues surrounding the Internet and World Wide Web.
Consider possible future changes and their effects in the Internet and computer software industry.

20. Understand the advertising industry.

Learning Objectives

Distinguish between advertising and public relations.
Describe the various types of advertising agencies.
Understand the process of producing and creating ads.
Give examples of branding and positioning.
Participate in a debate concerning advertising's role in spreading commercialism and the decline of democratic participation.

21. Examine the public relations industry.

Learning Objectives

Describe how public relations works.
Talk about 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 three concerns that media critics have about the persuasion industries.

SCC Accessibility Statement

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