



- A. Introduction to Mass Communication provides students with foundational knowledge of how media systems operate and how they influence culture, public opinion, and everyday life. As communication technologies and advances in digital platforms and generative AI rapidly evolve, students require the skills to critically analyze media messages, understand media industries, and navigate information in a complex and changing environment. This course supports transfer pathways in communication studies and related fields, builds essential media literacy skills for majors and non-majors, and addresses workforce needs for graduates who can think critically, communicate effectively, and engage ethically and effectively in a media-saturated world.
- B. There is no lab component
- C. This course generally transfers as a communication studies elective, dependent on the transfer institution.

#### **IV. Place of Course in College Curriculum**

- A. Free Elective
- B. This course serves as a program requirement for the Communication Studies A.A. in Liberal Arts degree program, the Digital Media/Film A.S. degree program, the Marketing Option in Business Administration, A.S., and the Digital Video Production certificate program. This course meets
- C. The course is a specialization elective for the Social Media Specialist certificate.
- D. To see course transferability: a) for New Jersey schools, go to the NJ Transfer website, [www.njtransfer.org](http://www.njtransfer.org); b) for all other colleges and universities, go to the individual websites.

#### **V. Outline of Course Content**

- A. Media and Culture
  - a. Media Basics
    - i. Definitions
    - ii. Using media to interact
  - b. Media and popular culture
    - i. Evolution of Media / Evolution of culture
    - ii. Cultural values
  
- B. Media Effects
  - i. Defining audiences
  - ii. Media literacy
  - iii. Media and its messages
  - iv. Why Consume Media / Theories of Mass Communication
  - v. Risks of Media Use
  - vi. Media controversies

## C. Traditional Media

- a. Books
  - i. Censorship / book bans
  - ii. Impact on culture
- b. Print Journalism
  - i. Role of newspapers & magazines
  - ii. Is print journalism dead / how newspapers control access to information
- c. Music
  - i. Evolution of pop music
  - ii. Music and culture
  - iii. Technology
- d. Radio and other audio formats
  - i. Evolution of broadcasting
  - ii. Station formats
  - iii. Radio and culture
  - iv. Future of radio
  - v. Podcasts
- e. Movies
  - i. Brief history of movies
  - ii. Movies and culture / Role of movies in society
  - iii. Viewer discretion / Rating systems
  - iv. Movies and culture
  - v. Issues and trends
- f. TV
  - i. Evolution of TV
  - ii. Role of TV in society
  - iii. TV and culture
  - iv. Technological advances in TV
  - v. Viewer discretion / Rating systems
  - vi. TV as a wasteland?
- g. Video Games
  - i. Evolution of video games
  - ii. Video games and culture
  - iii. Role of video games
  - iv. Value of video games
  - v. Controversial issues

#### D. Digital Media

##### a. The Internet

- i. Evolution of the Internet
- ii. Role of the Internet
- iii. Media monopolies
- iv. The Dark Web
- v. Generative AI

##### b. Social Media

- i. Evolution of Social Media
- ii. Defining Social Media
- iii. Social Media ethics / generative AI
- iv. Value of Social Media
- v. Uses and Gratification Theory

#### E. Strategic Media

##### a. Public Relations

- i. Evolution of PR
- ii. Defining PR
- iii. Persuasion in PR
- iv. Communication tools for PR / generative AI

##### b. Advertising and Marketing

- i. Evolution of advertising
- ii. Defining Advertising
- iii. Advertising in society / culture / product placement / branding / needs / connections
- iv. Generative AI

#### F. Rules and Values

##### a. Ethics

- i. What are ethics?
- ii. Basic Ethical models
- iii. Basic elements of media ethics
- iv. Ethical dilemmas in mass communication

## VI. A. Course Learning Outcomes:

### **At the completion of the course, students will be able to:**

1. Identify historical events in conjunction with evolution of mass media (GE-7)
2. Apply mass communication theories and concepts and demonstrate competency in writing and speech (GE-1, 5\*)
3. Describe the role of ethics in mass communication and critically evaluate AI-generated content using media literacy (GE-5, ERA\*)
4. Describe the impact of mass communication on society, culture, and individual behavior (GE-5)

\*Embedded critical thinking

**B. Assessment Instruments**

1. Short projects
2. Papers
3. Hands-on activities
4. Exams / Quizzes
5. Class participation / discussion
6. Student collaboration

**VII. Grade Determinants**

- A. short papers
- B. projects
- C. tests / quizzes
- D. Class discussions / activities
- E. presentations

Primary formats, modes, and methods for teaching and learning that may be used in the course:

- A. lecture/discussion
- B. viewing videos / audio content / pre-recorded lectures
- C. small-group work / student collaborations
- D. hands on projects
- E. student oral presentations / roundtable discussion

**VIII. Texts and Materials**

**LIST** which of the following types of course materials will be used. Specify title and publication information about textbooks and any other major text sources or other materials.

- A. suggested textbook:
  - o Mass Communication, Media, and Culture: An Introduction to Mass Communication (anonymous by request) OER
- B. Assigned readings from the text and other sources as relevant
- C. Video
- D. Audio sources
- E. Handouts
- F. Web sources
- G. Websites

**The following statement should be included in the outline:**

(Please Note: The course outline is intended only as a guide to course content and resources. Do not purchase textbooks based on this outline. The RVCC Bookstore is the sole resource for the most up-to-date information about textbooks.)

**IX. Resources**

- A. Smart classroom
- B. Classroom with computer stations

**X. Check One:**  Honors Course  N/A