

**RARITAN VALLEY COMMUNITY COLLEGE
ACADEMIC COURSE OUTLINE**

COMM 120 – INTRODUCTION TO MASS COMMUNICATION

I. Basic Course Information

A. Course Number and Title: COMM 120, Introduction to Mass Communication

B. New or Modified Course: Modified

C. Date of Proposal: Semester: Fall Year: 2016

D. Effective Term: Fall 2017

E. Sponsoring Department: Communication & Languages

F. Semester Credit Hours: 3

G. Weekly Contact Hours: 3 Lecture: 3
Laboratory: 0
Out of class student work per week: 6 hrs.

H. Prerequisites/Corequisites: ENGL-111, English Composition I

I. Laboratory Fees: none

J. Name and Telephone Number or E-Mail Address of Department Chair at time of approval: Sara Banfield, sara.banfield@raritanval.edu

II. Catalog Description

The description should begin with prerequisites and co-requisites (consistent with Section I.H. above). Pre-Requisite: ENGL-111, English Composition I. This course surveys the development of the major mass communication mediums: books, newspapers, magazines, radio, musical recordings, film, television, video games, and new media, with a focus on their impact on society and contemporary economic, technological, and operational issues confronting each medium. Students will examine the complex relationship between mass media and society and develop analytical tools to understand competing mass communication theories. Students who complete this course will better appreciate the impact of mass media on culture and will become more

proficient observers, consumers, and practitioners of mass media by becoming media literate.

III. Statement of Course Need

- A.** Introduction to Mass Communication is a required course in the Communication Studies Associate of Arts degree program, the Digital Media/Film Associate of Science degree program, and the Business Marketing Associate of Arts degree program.
- B.** Introduction to Mass Communication traditionally transfers as an introductory or survey course in Mass Communication or Mass Media.

IV. Place of Course in College Curriculum

- A.** Free Elective
- B.** This course meets a program requirement for the Communication Studies Associate of Arts in Liberal Arts degree program, the Digital Media/Film Associate of Science degree program, the Digital Video Production certificate program, the Game Development A.A.S. program, and the Marketing Option in the Business Administration Associate of Science program. The program is a specialization elective for the Multimedia Communication certificate and Multimedia Communication A.A.S. The course is a marketing elective in the Marketing Option in Business Management Associate of Science degree.
- C.** To see course transferability: a) for New Jersey schools, go to the NJ Transfer website, www.njtransfer.org; b) for all other colleges and universities, go to the individual websites.

V. Outline of Course Content

- A.** History and Cultural Influences (Media Ecology) of Mass Media
 - a.** Print
 - i. Books
 - ii. Newspapers
 - iii. Magazines
 - b.** Motion pictures
 - c.** Sound recordings
 - d.** Electronic
 - i. Telegraph
 - ii. Radio
 - iii. Television
 - iv. New Media
- B.** Media Ownership and the Corporatization of Thought
 - a.** Effects of Advertising-Supported Media
 - b.** Concentration of Media Ownership – “The Big 5”

- i. NBCUniversal
 - ii. Time Warner
 - iii. Walt Disney Corporation
 - iv. News Corporations
 - v. Viacom
- C. The Effects of Media Exposure
 - a. The Frankfurt School
 - b. Direct-effects School
 - c. Uses and Gratifications
 - d. Cultivation Analysis
 - e. Media Ecology
 - f. Cultural Studies
 - g. Semiology and Post-Positivist Perspectives
 - h. Social Psychology
 - i. Misinformation Effect
 - j. fMRI Research
- D. Media Literacy
 - a. Media Usage
 - i. Smartphone and PC
 - ii. Streaming video
 - iii. Streaming audio
 - iv. Facebook and social media
 - v. Television
 - vi. Radio
 - vii. Books
 - viii. Newspapers
 - ix. Magazines
 - b. Critical Thinking Applied to Media Content (Television)
 - i. Executive Producer Perspective
 - ii. Production Perspective
 - iii. Ideological Perspective
 - iv. Cultural Perspective
 - v. Character Perspective
 - vi. Worldview Perspective
 - vii. Analysis of a Situation Comedy
- E. Future of the Entertainment Industry
 - a. Digitization and Convergence
 - b. Scenario Planning
 - i. Economic Trends
 - ii. Social Trends
 - iii. Political Trends
 - iv. Technological Trends
 - v. Entertainment Industry Trends
 - c. Develop description of media industry in 5 to 10 years.

VI. General Education and Course Learning Outcomes

A. General Education Learning Outcomes:

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

1. communicate effectively in speech (presentations) and writing (essays) (GE-1)
2. determine the nature and extent of the information needed. (GE- IL)
3. identify and critically evaluate information. (GE- IL)
4. produce accurate media literacy findings. (GE-#1)
5. understand historical events in conjunction with evolution of mass media (GE-7)

B. Course Learning Outcomes:

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

1. explain the historical and technological evolution of mass media
2. describe media ecology and media's impact on culture
3. explain and apply the major perspectives of media literacy
4. compare and contrast major media effects perspectives
5. describe the advantages and drawbacks of mass media.

C. Assessment Instruments

1. evaluative papers
2. reading exams
3. essays
4. presentation (media literacy)

VII. Grade Determinants

- A. papers
- B. reading exams
- C. essays
- D. presentations

Modes of Instruction include:

- A. lecture/discussion
- B. small-group work
- C. student oral presentations
- D. documentaries

VIII. Texts and Materials

- A. Textbook: *Mediated Perspectives: Media Ownership, Literacy, and Effects* (2nd. ed.), Bick Treut, Cognella Publishing.
- B. Journals: Students will access journal articles from RVCC's Media and Communication database of scholarly journals
- C. Film/Video: Students will view *Orwell Rolls in His Grave*, *OutFoxed*, and several situation comedies in preparation form media literacy presentations
- D. Podcasts: 15:00 audio segments (Treut)
- E. WebStudy course website

(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. CATT classroom
- B. Library Databases and Intro to Mass Communication LibGuide

X. Honors Option

Not applicable.