SYLLABUS

DATE OF LAST REVIEW: 02/2013
CIP CODE: 24.0101
SEMESTER: Departmental Syllabus
COURSE TITLE: Introduction to Mass Media
COURSE NUMBER: JOUR0175
CREDIT HOURS: 3
INSTRUCTOR: Departmental Syllabus
OFFICE LOCATION: Departmental Syllabus
OFFICE HOURS: Departmental Syllabus
TELEPHONE: Departmental Syllabus
EMAIL: Departmental Syllabus

KCKCC-issued email accounts are the official means for electronically communicating with our students.

PREREQUISITES: None

REQUIRED TEXT AND MATERIALS: Please check with the KCKCC bookstore, http://www.kckccbookstore.com for the required text for your particular class.

COURSE DESCRIPTION:
This course is a general survey of the various media of mass communication and their roles in society.

METHOD OF INSTRUCTION: A variety of instructional methods may be used depending on content area. These include but are not limited to: lecture, multimedia, cooperative/collaborative learning, labs and demonstrations, projects and presentations, speeches, debates, and panels, conferencing, performances, and learning experiences outside the classroom. Methodology will be selected to best meet student needs.

COURSE OUTLINE:
I. Introduction to the media of mass communication
II. Computer media – the web
III. Computer media – social media
IV. Computer media – video games
V. Media convergence
VI. Visual media – movies
VII. Visual media – television
VIII. Audio media – recordings
IX. Audio media – radio
X. Print media – newspapers
XI. Print media – magazines
XII. Print media – books
XIII. Media functions – information
XIV. Media functions – persuasion
XV. Media functions – entertainment

EXPECTED LEARNER OUTCOMES:
A. The student will be able to identify the key functions of mass communication
B. The student will be able to identify key factors in the historical development of mass communication
C. The student will be able to identify key factors in the technological development of mass communication
D. The student will be able to describe the economic structures of media industries
E. The student will be able to identify mass communication career opportunities
F. The student will be able to defend or reject media-related decisions based on principles of ethics
G. The student will be able to identify the legal factors that control media conduct
H. The student will be able to criticize the media’s influence on audiences and society

COURSE COMPETENCIES:
Upon successful completion of this course:

The student will be able to identify the key functions of mass communication
1. The student will be able to describe the media’s ability to inform audiences
2. The student will be able to describe the media’s ability to entertain audiences
3. The student will be able to describe the media’s ability to persuade audiences

The student will be able to identify key factors in the historical development of mass communication
4. The student will be able to identify key events in the historical development of mass communication
5. The student will be able to identify individual contributors to the historical development of mass communication and explain the importance of their contributions
6. The student will be able to explain the interrelationship between mass communication and society

The student will be able to identify key factors in the technological development of mass communication
7. The student will be able to identify key developments that helped transform media technology from specialized applications to mass-marketable media tools
8. The student will be able to explain in general terms how media technologies function
9. The student will be able to describe technology’s role in the creation of media products
The student will be able to describe the economic structures of media industries

10. The student will be able to explain how the media maintain their profitability

11. The student will be able to identify media ownership structures and patterns

The student will be able to identify mass communication career opportunities

12. The student will be able to identify career opportunities in established media structures

13. The student will be able to identify mass communication entrepreneurial opportunities

14. The student will be able to list job requirements for entry-level media positions

The student will be able to defend or reject media-related decisions based on principles of ethics

15. The student will be able to identify ethical principles that influence media professionals’ behavior

16. The student will be able to appraise media decisions based on philosophically-consistent analysis

17. The student will be able to appraise media decisions based on established industry self-regulation codes

The student will be able to identify the legal factors that control media conduct

18. The student will be able to explain the impact of the First Amendment on media regulation

19. The student will be able to identify legal restrictions placed on the media

20. The student will be able to discriminate between the levels of regulation of various media

21. The student will be able to criticize government attempts to control media content

The student will be able to criticize the media’s influence on audiences and society

22. The student will be able to criticize the media’s treatment of racial issues

23. The student will be able to criticize the media’s treatment of gender issues

24. The student will be able to criticize the media’s treatment of class and cultural differences

25. The student will be able to criticize the impact on society of sexual and violent media content

26. The student will be able to criticize the media’s role in the global marketplace of ideas

ASSESSMENT OF LEARNER OUTCOMES: Student progress is evaluated by means that include, but are not limited to, exams, written assignments, and class participation.

The Journalism Department does not tolerate academic misconduct. If you get caught cheating and your professor considers your act intentional, you will automatically fail the course. You will not be allowed to redo the assignment or drop the class. Further, you may be subject to disciplinary proceedings that may result in punishments ranging from reprimand to expulsion. So don’t cheat.

SPECIAL NOTES:
This syllabus is subject to change at the discretion of the instructor. Material included is intended to provide an outline of the course and rules that the instructor will adhere to in evaluating the student’s progress. However, this syllabus is not intended to be a legal contract. Questions regarding the syllabus are welcome any time.

Kansas City Kansas Community College is committed to an appreciation of diversity with respect for the differences among the diverse groups comprising our students, faculty, and staff that is free of bigotry and discrimination. Kansas City Kansas Community College is committed to providing a multicultural education and environment that reflects and respects diversity and that seeks to increase understanding.

Kansas City Kansas Community College offers equal educational opportunity to all students as well as serving as an equal opportunity employer for all personnel. Various laws, including Title IX of the Educational Amendments of 1972, require the college’s policy on non-discrimination be administered without regard to race, color, age, sex, religion, national origin, physical handicap, or veteran status and that such policy be made known.

Kansas City Kansas Community College complies with the Americans with Disabilities Act. If you need accommodations due to a documented disability, please contact the Director of the Academic Resource Center, in Rm. 3354 or call at: 288-7670.