

Prepared by the Department of Language and Literature
Date of Department Approval: February 14, 2017
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Effective: Fall 2017

1. **Course Number:** COM105
Course Title: Survey of Mass Communication
2. **Description:** This course explores the history, social impact, forms, and techniques of such media as newspapers, film, books, radio, television, and other expressions of mass culture. The aims of the course are to enable the student to better understand the media-oriented environment in which we find ourselves and to explore various options available as a consumer of public information.
3. **Student Learning Outcomes (instructional objectives, intellectual skills):**
Upon successful completion of this course, students are able to do the following:
 - Identify the major forms of mass media in the world today and place them in historical context
 - Describe the origin, influence, and contributions of each mass medium
 - Discuss major figures in the history of the mass media
 - Evaluate and describe the ways in which the mass media influence consumer behavior and the ways consumers influence the mass media
 - Evaluate and select mass media as a critical consumer of the media
 - Discuss the ways various ethnic, religious, and cultural groups have been portrayed in the mass media and the ways the mass media have played roles in changing attitudes towards these groups
4. **Credit(s):** 3 credits
5. **Satisfies General Education Requirement:** Humanities and Fine Arts
6. **Prerequisite(s):** ENL025 (Reading & Writing Essentials) or a satisfactory reading score on the basic skills assessment.
7. **Semester(s) Offered:** Fall and Spring
8. **Suggested General Guidelines for Evaluation:** Students will demonstrate an understanding of the characteristics of the mass media through quizzes, tests and short research papers.
9. **General Topical Outline (Optional):** Topics will include an overview of mass communication and the mass media, plus analysis of types of media, including books, newspapers, magazines, recorded music, films, radio, television, the Internet, and emerging means of mass communication. Ethical