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Communications (COMM) 1510 Mass Communication and the Individual (3 Units) CSU:UC
[formerly Communication 1; Humanities 1]

Advisory: Eligibility for English 1500 strongly recommended

Total Hours: 48 hours lecture

Catalog Description: This course is a survey of mass communications and the interrelationships of media and society including, history, structure and trends in a digital age. This course includes discussion of theories and effects, economics, technology, law and ethics, global media, media literacy, and social issues including gender and cultural survey of mass communications and the interrelationships of media with society including diversity. Students may opt to receive credit in either Communications 1510 or Journalism 1510, not both.

Type of Class/Course: Degree Credit

Text: Biagi, Shirley. *Media/Impact: An Introduction to Mass Media*. 11th ed. Stamford: Cengage, 2015.
Print.

Additional Required Materials: None

Course Objectives:

By the end of the course, a successful student will be able to:

1. explain, from a consumer standpoint, the importance of mass media in today's society,
2. evaluate the role of mass communication and its impact on the consumer,
3. identify the structure of each mass media,
4. distinguish between the chief similarities, differences, and qualities of the various major mass media,
5. explain the political and philosophical concepts behind the world's major systems of mass communication,
6. evaluate the degree of freedom inherent in each system
7. analyze the meaning of "freedom of the press",
8. compare the advantages and disadvantages, benefits and problems associated with press freedom,
9. identify and explain the rationale behind limitations sometimes placed on "freedom of the press,"
10. explain the concept of responsibility of the press, agencies formulating codes to further this concept, present codes, and changing responsibilities brought on by changing lifestyles,
11. identify the forces which shape the content of the mass media,
12. compare and contrast the ethics and rights of each media,
13. list problems in determining what to present or not to present,
14. explain the need for standards of truth and fairness in news reported by the media,
15. compare and contrast the responsibilities of the media, the public, and government, and
16. list the consequences of attempts aimed at restricting press freedoms.

Course Scope and Content:

Unit I: History, Technology, and Trends

- A. Mass Media and Everyday Life
- B. Books: History of Publishing
- C. Newspapers: Expanding Delivery
- D. Magazines: Targeting the Audience
- E. Recordings: Demanding Choices
- F. Radio: Riding the Wave
- G. Movies: Picturing the Future
- H. Television: Changing Channels
- I. Digital Media: Widening the Web

Unit II: Selling the Message

- A. Advertising: Motivating Customers
- B. Public Relations: Promoting Ideas

Unit III: Changing Messages

- A. News and Information: Getting Personal
- B. Society, Culture and Politics: Shaping the Issues
- C. Law and Regulation: Legal Issues Affecting the Freedom of the Press/Media
- D. Ethics: Social Responsibility and Diversity
- E. Global Media: Discovering New Markets

Learning Activities Required Outside of Class:

The students in this class will spend a minimum of 6 hours per week outside of the regular class time doing the following:

1. Studying
2. Answering questions
3. Completing required reading
4. Written work
5. Observing or participating in an activity related to course content

Methods of Instruction:

1. Lectures
2. Class discussions and projects
3. Outside reading assignments
4. Audiovisual presentations
5. Guest speakers

Methods of Evaluation:

1. Substantial writing assignments, including:
 - a. essay exam(s)

- b. reading report(s)
 - c. written homework
 - d. research paper
2. Other examinations, including:
- a. multiple choice items
 - b. matching items
 - c. true/false items

Supplemental Data:

T.O.P. Code:	060100 Media and Communications, General
Sam Priority Code:	E: Non-Occupational
Funding Agency:	Y: Not Applicable
Program Status:	1: Program Applicable
Noncredit Category:	Y: Not Applicable
Special Class Status:	N: Course is not a special class
Basic Skills Status:	N: Not Applicable
Prior to College Level:	Y: Not Applicable
Cooperative Work Experience:	N: Course is not a part of a cooperative education program
Eligible for Credit by Exam:	No
Eligible for Pass/No Pass:	Yes