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Text update: October 16, 2009
Date reviewed: December 17, 2007

Humanities (HUM) 1510 Mass Communication and the Individual (3 Units) CSU:UC
[Formerly Humanities1]

Advisory: Eligibility for English 1000 & Reading 1005 strongly recommended

Total Hours: 48 hours lecture

Catalog Description: This lecture course emphasizes consumer awareness of mass communication on all levels. Students may opt to receive credit in either Journalism 1510 or Communications 1510, not both.

Type of Class/Course: Degree Credit

Text: Biagi, Shirley. *Media/Impact: An Introduction to Mass Media*. 9th ed. Belmont, CA: Wadsworth, Inc., 2010. Print.

Additional Instructional 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, Content, and Student Learning Outcomes:

Unit I: The Mass Media Industries

- A. Mass Media and Everyday Life
- B. Books: Rearranging the Page
- 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

Learning Outcomes	Assessment
Understanding the different forms of media in daily life	Test, quiz, report, presentation
Understanding how the different media are interrelated and how they differ	Test, quiz, report, presentation
Understanding of technology and how it affects the media and daily lives	Test, quiz, report, presentation
Understanding how each medium affects our daily lives	Test, quiz, report, presentation
Assess and compare and contrast different media in this country and globally	Test, quiz, report, presentation, research paper

Unit II: Selling the Message

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

Learning Outcomes	Assessment
Asses and compare and contrast various forms of ads and ad campaigns	Test, quiz, report, presentation, essay
Assess and predict the future of each medium on a national and international scale	Test, quiz, report, presentation, essay
Assess and compare and contrast various public relations campaigns	Test, quiz, report, presentation, essay
Understand, explain, and defend different public relation campaigns	Test, quiz, report, presentation, essay
Differentiate between legitimate uses of public relations vs. propaganda	Test, quiz, report, presentation, essay

Unit III: Changing Messages

- A. News and Information: Getting Personal
- B. Society, Culture and Politics: Shaping the Issues
- C. Law and Regulation: Rewriting the Rules
- D. Ethics: Placing Responsibility
- E. Global Media: Discovering New Markets

Learning Outcomes	Assessment
Analyze and assess possible bias in the news	Test, quiz, report, presentation, research paper

industry	
Assess and compare and contrast different presentations of sides to issues	Test, quiz, report, presentation, essay
Propose and predict possible changes to current media law and procedures	Test, quiz, report, presentation, research paper
Understand and differentiate between ethical and unethical media practices	Test, quiz, report, presentation, essay
Understand basic principles of global marketing and public relations	Test, quiz, report, presentation, essay

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
6. Field trips

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