

COMM 1150-INTRODUCTION TO MASS COMMUNICATION 3 CREDITS

SYLLABUS

CATALOG DESCRIPTION

This course introduces students to the history, models, theories, concepts, and terminology of mass communication, focusing on various media and professions. The course will enable students to develop media literacy skills to interpret mass communication and understand the effects of media on society and their lives

Formerly COMM-130

Prerequisites: None

Semester Offered: Spring

COMMON STUDENT LEARNING OUTCOMES

Upon successful completion of San Juan College programs and degrees, the student will demonstrate competency in...

BROAD AND SPECIALIZED LEARNING

Students will actively and independently acquire, apply, and adapt skills and knowledge with an awareness of global contexts.

CRITICAL THINKING

Students will think analytically and creatively to explore ideas, make connections, draw conclusions and solve problems.

CULTURAL AND CIVIC ENGAGEMENT

Students will act purposefully, reflectively, and ethically in diverse and complex environments.

EFFECTIVE COMMUNICATION

Students will exchange ideas and information with clarity in multiple contexts.

INFORMATION LITERACY

Students will be able to recognize when information is needed and have the ability to locate, evaluate, and use it effectively.

INTEGRATING TECHNOLOGIES

Students will demonstrate fluency in the application and use of technologies in multiple contexts.

Student work from this class may be randomly selected and used anonymously for assessment of course, program, and/or institutional learning outcomes. For more information, please refer to the Dean of the appropriate School.

COURSE LEARNING OUTCOMES

Upon successful completion of the course, the student will be able to...

1. Become proficient at knowing the development of all mass media systems

2. Think critically about how modern mass media systems influence decisions about spending free time and purchases
3. Demonstrate the ability to research issues
4. Learn how modern mass media systems influence decisions about purchasing
5. Visit several modern examples of mass media
6. Learn what current pressures exist for mass media systems
7. Research and write about the future trends of one modern mass media system