

## COMM 130-SURVEY OF MASS MEDIA 3 CREDITS

### SYLLABUS

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#### CATALOG DESCRIPTION

The purpose of this class is to study contemporary communication systems including radio, television, newspapers, magazines and the Internet for use in public relations, advertising and propaganda.

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