

I. COURSE INFORMATION

- A. Communication 201 Mass Communication in Society
- B. 3 credit hours
- C. Campbell, Richard, Christopher Martin, Bettina Fabos. *Media & Culture*. 12th ed. Boston: Bedford/St. Martin's, 2019
- D. Prerequisites: none
- E. KRSN: COM 1030 Introduction to Mass Communication

The learning outcomes and competencies detailed in this course outline or syllabus meet or exceed the learning outcomes and competencies specified by the Kansas Core Outcomes Groups project for this course as approved by the Kansas Board of Regents.

II. COURSE DESCRIPTION

This course is an introductory course designed to acquaint students with past, present and future trends of mass communication and its impact on society. Students examine the historical and strategic developments of newspaper, radio, television, cinema, Internet, public relations, advertising and other forms of mass communication. Students also research career paths available in mass media industries and, through critical evaluation, become more informed consumers and producers of media.

III. LEARNING OUTCOMES

- A. Demonstrate the ability to access, analyze, and evaluate information in a variety of media
- B. Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society
- C. Demonstrate an understanding of the history and current state of mass communications
- D. Identify social, ethical, and legal issues in the media

IV. MAJOR CONTENT AREAS

- A. Mass media and the cultural landscape: mass communication and the internet
- B. Sounds and images: sound recording, radio, television, movies
- C. Words and pictures: newspapers, magazines, books
- D. Business of mass media: advertising and public relations
- E. Democratic expression and the mass media

V. ASSIGNMENTS (may include but are not limited to)

- A. Critical evaluation of various media
- B. Research project
- C. Presentation of historical development of a medium
- D. Creation of various media projects
- E. Develop public relations campaign

VI. EVALUATION METHODS (may include but are not limited to)

- A. Attendance and participation
- B. Assignments
- C. Chapter quizzes
- D. Final exam