GROSSMONT COLLEGE

COURSE OUTLINE OF RECORD

Curriculum Committee Approval: 05/18/2021

GCCCD Governing Board Approval: 06/15/2021

MEDIA COMMUNICATIONS 110 – MASS MEDIA AND SOCIETY

1. Course Number Course Title Semester Units

MCOM 110 Mass Media and Society 3

Semester Hours

3 hours lecture 48-54 total hours 96-108 outside-of-class hours 144-162 total hours

2. Prerequisites

None

Corequisite

None

Recommended Preparation

None

3. Catalog Description

Survey of the forms, functions, and controls of the mass media, including television, motion pictures, radio, the recording industry, magazines, print journalism, multimedia, and current or emerging mass media technologies. Emphasis will be placed upon the ways in which the media and society influence and change culture.

4. Course Objectives

The student will:

1. Analyze the functions and roles of mass media in US and global society.
2. Evaluate the impact of technological developments and evolution that have and are occurring in the various areas of mass communication.
3. Examine the controls, both formal and informal, imposed upon the various media in the U.S.
4. Critically assess the various methods and impact of the mass media and their messages.
5. Identify media portrayals of race, gender, stereotypes, clichés, and propaganda.

5. Instructional Facilities

1. Standard Classroom
2. High-definition audio system

6. Special Materials Required of Student

Electronic storage media

7. Course Content

Theories, functions, societal influences and responsibilities, global and local culture, persuasion, ethics and consequences, legalities, and impact relating to:

1. Print media (i.e., newspapers, magazines, news services, and internet news sites).
2. Radio.
3. Recording industry.
4. Television.
5. Film.
6. Advertising/ public relations.
7. New media and emerging technologies.

8. Method of Instruction

a. Lectures on media topics.

b. Classroom discussion of contemporary issues related to the impact of the mass media on society.

c. Use of various recorded materials for the promotion of perspective and critical thinking.

9. Methods of Evaluating Student Performance

1. Quizzes, tests, including a short answer, essay or objective final exam.
2. Research paper(s) on the theories, societal impact/ethics/persuasion/stereotype relating to various forms of mass media.
3. Journal of mass media experiences.
4. Class participation.

10. Outside Class Assignments

1. Required text reading as outlined in course schedule/syllabus.

b. Research paper(s) on the theories, societal impact, ethics, persuasion, or stereotype relating to various forms of mass media.

c. Journal of mass media experiences.

11. Representative Texts

a. Representative Text(s):

1. Pavlik, John, and Shawn McIntosh. *Converging Media: A New Introduction to Mass Communication*. Oxford University Press, 2019.
2. Biagi, Shirley. *Media Impact: An Introduction to Mass Media*. New York: Thompson-Wadsworth, 2017.

b. Supplementary texts and workbooks:

Current publications in the mass media

Addendum: Student Learning Outcomes

Upon completion of this course, our students will be able to do the following:

1. Analyze the functions and role of mass media in US society.
2. Evaluate the impact of technological development in various areas of mass communication.
3. Discuss the formal and informal controls imposed on various media in the US.
4. Critically analyze methods and the impact of mass media and their messages.
5. Synthesize media portrayals of race, gender, stereotypes, clichés, and propaganda.