

Course Outline of Record

1. Course Code: MC-001
2.
  - a. Long Course Title: Introduction to Mass Media
  - b. Short Course Title: INTRO TO MASS MEDIA
3.
  - a. Catalog Course Description:
 

This course introduces students to the influences and contributions of mass media in popular culture. It traces the historical development of the mass media, from earliest inventions to today’s state-of-the-art digital technologies. This course surveys the impact of mass media on each of us as individuals and on American and world culture: where we might be going and what we can do about it. The course also examines how mass culture continually influences and shapes the media.
  - b. Class Schedule Course Description:
 

This course introduces students to the contributions and influences of mass media in popular culture.
  - c. Semester Cycle (if applicable): Offered every semester
  - d. Name of Approved Program(s):
    - FILM/TELEVISION/ELECTRONIC MEDIA Associate in Science for Transfer Degree (AS-T)
    - COMMUNICATION STUDIES Associate in Arts for Transfer Degree (AA-T)
    - JOURNALISM Associate in Arts for Transfer Degree (AA-T)
4. Total Units: 3.00      Total Semester Hrs: 54.00  
 Lecture Units: 3      Semester Lecture Hrs: 54.00  
 Lab Units: 0      Semester Lab Hrs: 0  
 Class Size Maximum: 50      Allow Audit: No  
 Repeatability No Repeats Allowed  
 Justification 0
5. Prerequisite or Corequisite Courses or Advisories:
 

*Course with requisite(s) and/or advisory is required to complete Content Review Matrix (CCForm1-A)*

 Advisory: ENG 061
6. Textbooks, Required Reading or Software: (List in APA or MLA format.)
  - a. Campbell, R., Martin, C. R., Fabos. B. (2015). Media Essentials (3rd/e). Bedford/St. Martin's. ISBN: 9781457693762  
 College Level: Yes  
 Flesch-Kincaid reading level: 12
  - b. Campbell, R. Martin, C. R. Bettina, F. G. (2016). Media and Culture Mass Communication in a Digital Age (10th/e). Bedford, Freeman and Worth Publishers. ISBN: 9781457668739  
 College Level: Yes  
 Flesch-Kincaid reading level: 13.6
7. Entrance Skills: *Before entering the course students must be able:*
  - a.  
Write Coherent, developed, and clearly constructed paragraphs and thesis-driven essays-in and out of class.
    - ENG 061 - Use theses to organize paragraphs into coherent analyses.
  - b.  
Use effective paragraph- and essay- writing strategies, including pre-writing, composing, and revising, both in and out of class.
    - ENG 061 - Demonstrate the ability to read and respond in writing beyond the literal interpretation of the text.

c.

Select, evaluate, and document (in MLA style) credible academic resources in Text-based essay assignments.

- ENG 061 - Utilize a handbook to properly cite and document source material in MLA format.

d.

Compose sentences free of major errors in mechanics, punctuation, and spelling.

- ENG 061 - Demonstrate the ability to think critically and express ideas using various patterns of development.

8. Course Content and Scope:

Lecture:

1. The communication process; what it is and how it works.
2. The development of elite, popular and mass culture in the Western world.
3. The emerging Information Age including the Internet.
4. Political philosophies governing mass media operations.
5. Development of Print Media: Books, Magazines and Newspapers.
6. Development of Electronic Media: Motion Pictures, Radio, Television and Recorded Music.
7. The future of mass communication technology.
8. Mass media's use in advertising and public relations.
9. Ethics, governmental regulations and social consequences of mass communication.

Lab: (if the "Lab Hours" is greater than zero this is required)

9. Course Student Learning Outcomes:

1. Identify and analyze each of the mass media.
2. Recognize and distinguish the effects of mass media on culture and culture on mass media

10. Course Objectives: *Upon completion of this course, students will be able to:*

- a. Identify and describe the process and complexities in the communication process.
- b. Explain the differences between elite, popular, and mass culture.
- c. Explain the influences of cultural myths, rituals, and cult activities on the American mass culture.
- d. Explain the role of mass media in relation to the American consumer culture.
- e. Explain the relationship between the historical development of Western culture and mass media.
- f. Evaluate the historical and cultural development of print and electronic media.
- g. Analyze the influences on American culture of message industries, such as advertising and public relations.
- h. Analyze the impact of changing media technology on American cultural lifestyles.
- i. Analyze the development and importance of the Internet in American and world culture
- j. Evaluate and analyze the power of the mass media in individual life experience.
- k. Analyze ethical considerations facing mass communicators and media consumers.

11. Methods of Instruction: (*Integration: Elements should validate parallel course outline elements*)

- a. Discussion
- b. Distance Education
- c. Journal
- d. Lecture
- e. Participation
- f. Technology-based instruction

Other Methods:

- a. Guest lecturers
- b. Streaming video, DVD, BluRay, Power Point, videotapes
- c. Sound recordings
- d. Field trips

12. Assignments: (*List samples of specific activities/assignments students are expected to complete both in and outside of class.*)

In Class Hours: 54.00

Outside Class Hours: 108.00

a. In-class Assignments

1. Class participation.
2. Watch and analyze specific mass media.
3. Keep journal/diary of media experiences.

b. Out-of-class Assignments

1. Reading in the textbook and recommended supplementary material.
2. Watch and analyze specific mass media.
3. Keep journal/diary of media experiences.
4. Conduct in-depth research on one medium and create report and/or presentation.

13. Methods of Evaluating Student Progress: *The student will demonstrate proficiency by:*

- Written homework  
Short writing assignments
- Critiques  
Critiques and peer review
- Guided/unguided journals
- Term or research papers  
Research projects
- Presentations/student demonstration observations
- Group activity participation/observation
- True/false/multiple choice examinations  
Quizzes/Exams
- Mid-term and final evaluations
- Student participation/contribution

14. Methods of Evaluating: Additional Assessment Information:

15. Need/Purpose/Rationale -- *All courses must meet one or more CCC missions.*

IGETC Area 4: Social and Behavioral Sciences

G: Interdisciplinary, Social & Behavioral Sciences

CSU GE Area D: Social, Political, and Economic Institutions and Behavior, Historical

D7 - Interdisciplinary Social and Behavioral Science

PO-GE C2 - Social and Behavioral Sciences

Identify and analyze key concepts and theories about human and/or societal development.

Critique generalizations and popular opinion about human behavior and society, distinguishing opinion and values from scientific observations and study.

Understand and think critically about different cultures (including topics such as race, gender, and class) and their influence on human development or society.

Develop individual responsibility, personal integrity, and respect for diverse people and culture.

IO - Critical Thinking and Communication

Apply principles of logic to problem solve and reason with a fair and open mind.

Compose and present structured texts in a variety of oral and written forms according to purpose, audience, and occasion with implementation of thesis, supporting details and idea development.

Apply standard conventions in grammar, mechanics, usage and punctuation.

Appreciate diversity as it is expressed in multiple disciplines and across various cultures through reading, speaking and writing.

Summarize, analyze, and interpret oral and written texts, with the ability to identify assumptions and differentiate fact from opinion.

Utilizing various communication modalities, display creative expression, original thinking, and symbolic discourse.

# MC 001-Introduction to Mass Media

## 16. Comparable Transfer Course

University System	Campus	Course Number	Course Title	Catalog Year
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## 17. Special Materials and/or Equipment Required of Students:

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18. Materials Fees:  Required Material?

Material or Item	Cost Per Unit	Total Cost
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## 19. Provide Reasons for the Substantial Modifications or New Course:

Change English 71 advisory

20. a. Cross-Listed Course (*Enter Course Code*): *N/A*  
b. Replacement Course (*Enter original Course Code*): *N/A*

21. Grading Method (*choose one*): Letter Grade Only

## 22. MIS Course Data Elements

- a. Course Control Number [CB00]: CCC000175142  
b. T.O.P. Code [CB03]: 61000.00 - Mass Communications  
c. Credit Status [CB04]: D - Credit - Degree Applicable  
d. Course Transfer Status [CB05]: A = Transfer to UC, CSU  
e. Basic Skills Status [CB08]: 2N = Not basic skills course  
f. Vocational Status [CB09]: Possibly Occupational  
g. Course Classification [CB11]: Y - Credit Course  
h. Special Class Status [CB13]: N - Not Special  
i. Course CAN Code [CB14]: *N/A*  
j. Course Prior to College Level [CB21]: Y = Not Applicable  
k. Course Noncredit Category [CB22]: Y - Not Applicable  
l. Funding Agency Category [CB23]: Y = Not Applicable  
m. Program Status [CB24]: 1 = Program Applicable

Name of Approved Program (*if program-applicable*): COMMUNICATION STUDIES,FILM/TELEVISION/ELECTRONIC MEDIA,JOURNALISM

*Attach listings of Degree and/or Certificate Programs showing this course as a required or a restricted elective.)*

## 23. Enrollment - Estimate Enrollment

First Year: 0

Third Year: 0

## 24. Resources - Faculty - Discipline and Other Qualifications:

- a. Sufficient Faculty Resources: Yes  
b. If No, list number of FTE needed to offer this course: *N/A*

## 25. Additional Equipment and/or Supplies Needed and Source of Funding.

N/A

## 26. Additional Construction or Modification of Existing Classroom Space Needed. (*Explain:*)

N/A

## 27. FOR NEW OR SUBSTANTIALLY MODIFIED COURSES

Library and/or Learning Resources Present in the Collection are Sufficient to Meet the Need of the Students Enrolled in the Course: Yes

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28. Originator Laurilie Jackson Origination Date 10/23/17

