

Common Course Outline

MCOM 111

Introduction to Mass Media

3 Credits

Community College of Baltimore County

Description

MCOM 111 – Introduction to Mass Media explores how the media reflect and inspire cultural, political, and ethical norms with emphasis on various storytelling techniques based on audience and method of delivery. The course examines the development of media from the earliest cave drawings to today's new media and the reliance of society on those modes of communication.

3 Credits

Prerequisites: ACLT 052 or ACLT 053 or (ESOL 052 and ESOL 054)

Overall Course Objectives

Upon successful completion of this course students will be able to:

1. explain how Mass Communication relates to the Humanities through the telling of stories, the creation of ideas in different formats, and the display of various art forms that help us make sense of our lives and our world;
2. differentiate among media distribution systems in terms of historical significance, audience, regulations, corporate structures, and career opportunities;
3. compare each of the various media delivery systems with specific attention to creating messages that target diverse audiences;
4. create messages suited to at least one delivery system appropriate to medium, message, and a targeted diverse audience;
5. analyze the evolution of the media industry;
6. differentiate the production styles and formats used in various forms of electronic media;
7. find, evaluate, use, and document resources to research media topics;
8. demonstrate a sense of aesthetics and vocabulary related to the media industry;
9. identify audience demographics and match appropriate channels and messages to diverse audiences;
10. analyze the impact of federal regulation on the media industry;
11. differentiate the media industry as a technically innovative business, a form of entertainment, and a consumer-service regulated enterprise;
12. identify economic implications of media in a global environment;
13. explain ethical implications of corporate policies about content, professional behavior, regulation and distribution of technology; and

14. analyze their own perceptions of the content and delivery of media messages.

Major Topics

- I. History of mass media
- II. Federal regulation of mass media
- III. Careers opportunities in mass media
- IV. Convergence of technology and ownership in mass media
- V. Fields supporting mass media (public relations and advertising)
- VI. Economic and social impact of media in global environment
- VII. Newsgathering
 - A. Social and political significance
 - B. Risks faced by people reporting the news
- VIII. Mass media and ethical implications (access, privacy, responsibility, and professionalism)
- IX. Analyzing media content and delivery
- X. Demographic analysis and analysis of diverse audiences

Course Requirements

Grading procedures will be determined by the individual faculty member but will include the following:

Grading/exams

- Attendance and active participation in class discussions
- A minimum of two written assessments
- A minimum of one individual oral presentation
- A project involving written and oral components, relating to media careers
- A common graded research assignment assessing at least 5 out of 7 general education outcomes, and worth at least 10% of the total course grade. (750-1000 words)

Written Assignments: Students are required to use appropriate academic sources.

Other Course Information

This is an approved 3-credit General Education course in Arts and Humanities and it is recommended for the Communication and Media Studies Area of Concentration. Please refer to the current CCBC catalog for category-specific General Education criteria.