

Rock Valley College
Humanities and Fine Arts Division
Mass Communication Program

COM 130 Intro to Mass Communication

PCS 1.1

IAI: MC 914

Mass Communication is an introduction to the mass communication process, the major mass media, the uses to which the media are put, and the effects of the media on the individual society.

Course Objectives:

- To recognize relationships among the major mass media
- To trace the relationships between society and the major mass media
- To recognize the process used by the media to communicate selected major events in history
- To recognize the influence, impact, and uses of mass media on the individual as a critical consumer of information through mass media
- To examine the role/use of modern mass media in contemporary society

Credit: 3

Lect: 3

Lab: 0

Course Topic Outline:

The nature of Mass Communication

- A. The process of mass communication
- B. The development of the mass media
- C. Economic controls on the media
- D. Political controls on the media

The Communication Industries

- A. The print media
- B. The electronic media
- C. The movies
- D. The continuing revolution in technology

Media Support Systems

- A. Advertising
- B. Public Relations
- C. The media and the news industry
- D. The auxiliaries
- E. The development of popular music and the recording industry

Impact and Consequences of Mass Communication

- A. Research on mass communication
- B. Media Influences on individuals
- C. Effects of media on society and culture
- D. Indirect effects of the media

Method of Student Assessment:

Students will identify, describe, and analyze in written examinations and oral reports selected elements of print, broadcast, and film media developments, and the relationships among these media.

Students will identify, describe, and analyze in written examinations and oral class discussions with the political, economic, and social relationships with the various media.

Students will identify, describe, and analyze in written examinations and oral reports the process of interpretation, coverage, and presentation of selected major political, economic, and social events in history.

Students will identify, describe, and analyze in position papers and oral class discussions the strategies used by the mass media and the political, economic, and social impact of mass media on the individual.

Students will identify, describe, and analyze in written or oral work the contemporary political, economic, and social relationships with and uses of modern mass media.

Required Reading (And Supplies): Dominick: The Dynamics of Mass Communication

Recommended Readings (And Supplies):

Date Submitted: 10/2000

Review Dates: