



MERCER
COUNTY COMMUNITY COLLEGE

COURSE OUTLINE

Course Number
CMN101

Course Title
Mass Media

Credits
3

Hours: 3 Lecture

Co- or Pre-requisite: ENG101

Implementation
Semester & Year
Spring 2022

Catalog description: Survey of the growth and development of books, newspapers, magazines, film, radio, television, cable, the Internet, and new media delivery systems. Analysis of the mass media's impact on society and individuals, and whether the media effectively fulfill their functions as deliverers of information, persuasion, entertainment, and culture.

General Education Category:
Not GenEd

Course coordinator: Dylan Wolfe, x-3332, wolfedy@mccc.edu

Required texts & Other materials: Hanson, R. (2022). *Mass Communication: Living in a Media World* 8th Ed. Sage. ISBN: 9781544382999

Course Student Learning Outcomes (SLO):

Upon successful completion of this course, the student will be able to:

1. Recognize the role of media in changing political, social and cultural dynamics on the global stage. (ILG 5, 8, 9, 10, 11)
2. Develop an historical sense of how mass communication technologies originated, adapted and developed. (ILG 7)
3. Critique and analyze the variety of relationships between media and their audiences. (ILG 1, 5, 9, 10, 11)
4. Understand the ongoing government regulation of the U.S. media, as well as the constitutional principles that guide it. (ILG 7, 9)
5. Recognize the ethical and philosophical issues that arise in media culture, and understand the range of viewpoints regarding each issue. (ILG 8, 9, 11)
6. Understand the behind-the-scenes operations and decision-making processes of all major mass communication industries. (ILG 10, 11)
7. Recognize the relationships between the mass media and the advertising and public relations industries. (ILG 8, 9, 10, 11)

Course-specific Institutional Learning Goals (ILG):

Institutional Learning Goal 1. Written and Oral Communication in English. Students will communicate effectively in both speech and writing.

Institutional Learning Goal 5. Social Science. Students will use social science theories and concepts to analyze human behavior and social and political institutions and to act as responsible citizens.

Institutional Learning Goal 7. History. Students will understand historical events and movements in World, Western, non-Western or American societies and assess their subsequent significance.

Institutional Learning Goal 8. Diversity and Global Perspective: Students will understand the importance of a global perspective and culturally diverse peoples

Institutional Learning Goal 9. Ethical Reasoning and Action. Students will understand ethical frameworks, issues, and situations.

Institutional Learning Goal 10. Information Literacy: Students will recognize when information is needed and have the knowledge and skills to locate, evaluate, and effectively use information for college level work.

Institutional Learning Goal 11. Critical Thinking: Students will use critical thinking skills understand, analyze, or apply information or solve problems.

Units of study in detail – Unit Student Learning Outcomes:

Unit I **Introducing Mass Media (SLO 1)**

Learning Objectives

The student will be able to...

- Define key terms: mass media, media, medium, mediated communication, communication, transmission model, sender, receiver, message, channel, feedback, interpersonal communication, group communication, and mass communication.
- Understand and differentiate between levels of communication
- Describe the basic model of communication
- Identify the media of mass communication

Unit II **Media Impact and Research (SLO 1, 2, 3, 4, 5)**

Learning Objectives

The student will be able to...

- Explain the impetus and history of mass media effects research
- Differentiate and explain models of direct/powerful effects and indirect/mixed effects
- Discuss the findings, methodologies, and results of foundational research studies

Unit III **Media Business (SLO 1, 3, 4, 5, 6)**

Learning Objectives

The student will be able to...

- Describe how media developed as an industry in the United States
- Summarize how media ownership and control has evolved
- Describe the concept of long-tail media and its implications
- Discuss how media ownership relates to communicated texts and culture

Units IV - IX **Forms of Media (Print, Newspapers, Audio, Movies, TV, Online) (SLO 1, 2, 3, 4, 5, 6)**

Learning Objectives

The student will be able to...

- Trace turning points in the history and development of each media industry.
- Examine the current market structure of each media industry.
- Analyze the cultural and social impact of each of the mass media.
- Describe how each of the mass media has adopted as new media forms emerged.
- List several challenges facing each media industry.

Unit X Advertising (SLO 1, 2, 5, 7)

Learning Objectives

The student will be able to...

- Describe advertising's development through the 19th century
- Define advertising and explain its different types
- Critically evaluate specific advertisements
- Discuss the controversies surrounding advertising directed to children
- Discuss how companies are using integrated marketing communication (IMC)

Unit XI Public Relations (SLO 1, 2, 5, 7)

Learning Objectives

The student will be able to...

- Discuss how public relations developed from press agency to a profession
- Describe the major functions and process of public relations
- Explain how public relations relates to crisis management, news, politics, and activism
- Evaluate the role of public relations in contemporary society

Evaluation of student learning:

- Quizzes (10%): evaluate reading comprehension and retention of course terms, historic progression, and industry standards. (SLO 2, 4, 6, 7)
- Mid Term and Final Exam (20% each): comprehensive evaluation of student's understanding and retention of course concepts, terms, and historical learning. The Midterm exam includes short answer and multiple choice questions and the final exam is essay based. (SLO 2, 4, 6, 7)
- Short Essays (30%): Three essays that require students to perform analysis and evaluation of media. (SLO 1, 3, 5, 6)
- Group Project and Presentation (20%): Students work in small groups to perform a diachronic analysis of product advertising and present finding to the class. (SLO 1, 3, 5, 7)