



I. GENERAL COURSE INFORMATION

Subject and Number: Communication Studies 265
Descriptive Title: Mass Communication
Course Disciplines: Communication Studies (Speech Communications)
Division: Fine Arts

Catalog Description:
 In this course, students study the history, effects, and role of the mass media in U.S. society. Topics include major forms of mass communication such as television, radio, cinema, print and new media. Emphasis is placed on analyzing media messages and the effects of media on the individual and U.S. culture.

Conditions of Enrollment:
Recommended Preparation: eligibility for English 1A

Course Length: X Full Term Other (Specify number of weeks):
Hours Lecture: 3.00 hours per week TBA
Hours Laboratory: 0 hours per week TBA
Course Units: 3.00

Grading Method: Letter
Credit Status: Associate Degree Credit

Transfer CSU: X **Effective Date:** Prior to 7/1992
Transfer UC: X **Effective Date:** Prior to 7/1992

General Education:
 El Camino College:
2C – Social and Behavioral Sciences – General
 Term: Other: Approved
4B – Language and Rationality – Communication and Analytical Thinking
 Term: Other: Approved

CSU GE:
D7 - Interdisciplinary Social and Behavioral Science
 Term: Other: Approved

IGETC:
4G - Interdisciplinary, Social & Behavioral Sciences
 Term: Other: Approved

II. OUTCOMES AND OBJECTIVES

A. COURSE STUDENT LEARNING OUTCOMES (The course student learning outcomes are listed below, along with a representative assessment method for each. Student learning outcomes are not subject to review, revision or approval by the College Curriculum Committee)

Upon completion of the course student will be able to:

1. Knowledge of Course Content - Identify/describe theories/concepts related to Mass communication.
2. Media Impact - Analyze/describe the impact of media on society and culture.
3. Prepare & Present - Demonstrate by presentation, theories or concepts of Mass communication, focusing on a particular medium in a particular context.

The above SLOs were the most recent available SLOs at the time of course review. For the most current SLO statements, visit the El Camino College SLO webpage at <http://www.elcamino.edu/academics/slo/>.

B. Course Student Learning Objectives (The major learning objective for students enrolled in this course are listed below, along with a representative assessment method for each)

1. Describe basic practices of mass communication in the U.S.
Objective Exams
2. Identify key historical events in U.S. mass communication development.
Objective Exams
3. Evaluate the importance of print media on developing an informed citizenry.
Objective Exams
4. Evaluate the credibility of the medium versus the message.
Objective Exams
5. Describe technological innovations of 20th century American cinema and their impact on the mass audience.
Term or other papers
6. Compare and contrast the changes in consumer consumption of electronic media from the inception of radio broadcasting to contemporary times.
Class Performance
7. Chart the development of film as business and film as art from the late 19th century through contemporary times.
Objective Exams
8. Differentiate between traditional approaches to mass media production and approaches to contemporary digital media production.
Objective Exams
9. Identify new options in production, distribution, and exhibition afforded media companies through digital technologies.
Objective Exams

10. Evaluate the cultural impact of the Digital Revolution on consumers and producers of new media.
Class Performance
11. Analyze key legislation and legal decisions and their impact on the media and the consumer.
Objective Exams
12. Critique mass mediums as political, social, and cultural institutions.
Class Performance
13. Defend the need for government of self-regulation of mass media.
Objective Exams

III. OUTLINE OF SUBJECT MATTER (Topics are detailed enough to enable a qualified instructor to determine the major areas that should be covered as well as ensure consistency from instructor to instructor and semester to semester.)

Lecture or Lab	Approximate Hours	Topic Number	Major Topic
Lecture	1	I	Syllabus and course requirements
Lecture	8	II	Overview of Mass Communication in the U.S. A. history B. theory C. practice
Lecture	9	III	Evolution of Print Media A. newspapers and pamphlets B. magazines C. books
Lecture	9	IV	Evolution of Cinema A. early film pioneers and film technology B. business and artistic developments C. cultivation of a mass audience
Lecture	9	V	Evolution of Electronic Media A. radio B. television C. satellite D. cable E. the recording industry
Lecture	9	VI	New Media A. rise of personal computing B. the Digital Revolution C. World Wide Web and the Internet D. mobile media E. emerging trends and technologies
Lecture	9	VII	Regulation of Mass Media A. key legislation and court decisions B. role of the Federal Communications Commission C. Hayes Code and self-censorship D. challenges of the Internet E. professional codes of ethics

Total Lecture Hours	54
Total Laboratory Hours	0
Total Hours	54

IV. PRIMARY METHOD OF EVALUATION AND SAMPLE ASSIGNMENTS

A. PRIMARY METHOD OF EVALUATION:

Substantial writing assignments

B. TYPICAL ASSIGNMENT USING PRIMARY METHOD OF EVALUATION:

Write a two-to three-page paper analyzing the impact and effects of existing media platforms (Radio, TV, Film, Music, Books, Magazines, Newspapers, Internet, PR, Advertising, etc). Content should exhibit awareness of issues in today's society affected by media such as gender roles, media portrayals of specific demographic groups, public perceptions, influences of mediated images on consumers, media literacy, etc.

C. COLLEGE-LEVEL CRITICAL THINKING ASSIGNMENTS:

1. Read the book *Bias* by Bernard Goldberg and write a three-to-five page analysis arguing either in favor, or against, Goldberg's position.
2. In student groups, compare and contrast the content of media such as competing news broadcasts according to agenda-setting priorities. Present the findings to the class in a 10-15 minute presentation.
3. Review documentary videos challenging media by Media Education Foundation such as "Latinos Beyond Reel", "Killing Us Softly 4", "Advertising at the Edge of the Apocalypse" and write a three-to-five page paper highlighting the media effects, concepts or issues covered in class that apply to the video content.

D. OTHER TYPICAL ASSESSMENT AND EVALUATION METHODS:

Other exams
Written homework
Term or other papers
Multiple Choice
True/False

V. INSTRUCTIONAL METHODS

Discussion
Group Activities
Lecture
Multimedia presentations

Note: In compliance with Board Policies 1600 and 3410, Title 5 California Code of Regulations, the Rehabilitation Act of 1973, and Sections 504 and 508 of the Americans with Disabilities Act, instruction delivery shall provide access, full inclusion, and effective communication for students with disabilities.

VI. WORK OUTSIDE OF CLASS

Study
Answer questions
Required reading
Written work
Journal

Estimated Independent Study Hours per Week: 6

VII. TEXTS AND MATERIALS

A. UP-TO-DATE REPRESENTATIVE TEXTBOOKS

Biagi. Media/Impact: An Introduction to Mass Media. 12th ed. Cengage Learning, 2016.
Pavlik. Converging Media: A New Introduction to Mass Communication 6th ed OUP, 2018

B. ALTERNATIVE TEXTBOOKS

C. REQUIRED SUPPLEMENTARY READINGS

Bernard Goldberg, Bias. 1st Edition, 2001 Regnery Publishing, Inc. (Discipline Standard)

D. OTHER REQUIRED MATERIALS

VIII. CONDITIONS OF ENROLLMENT

A. Requisites (Course and Non-Course Prerequisites and Corequisites)

Requisites	Category and Justification
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B. Requisite Skills

Requisite Skills

C. Recommended Preparations (Course and Non-Course)

Recommended Preparation	Category and Justification
Non-Course Recommended Preparation eligibility for English 1A	

D. Recommended Skills

Recommended Skills
Identify an implied main idea (thesis), and support with major and minor details, from a longer text or novel
Apply appropriate strategies in the writing process including prewriting, composing, revising, and editing techniques.
Plan, write, and revise 500-word multi-paragraph expository essays including an introduction and conclusion, exhibiting coherence and unity, avoiding major grammatical and mechanical errors that interfere with meaning, and demonstrating awareness of audience, purpose, and language choice.

E. Enrollment Limitations

Enrollment Limitations and Category	Enrollment Limitations Impact
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Course created by E. F. Lee on 02/01/1958.

BOARD APPROVAL DATE:

LAST BOARD APPROVAL DATE: 12/17/2018

Last Reviewed and/or Revised by: Larry Leach

Date: Sept. 2018

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