



# El Camino College

## COURSE OUTLINE OF RECORD - Historical

### 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:** ☒ 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:** ☒ Effective Date: Priro to 7/1992

**Transfer UC:** ☒ 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

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## 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)**

- |    |                              |   |   |   |   |   |  |
|----|------------------------------|---|---|---|---|---|--|
|    | The student will be able to: | • Demonstrate knowledge of the development and history of mass communication. | • Demonstrate knowledge of the theories that govern mass communication. | • Analyze the impact of movies, television, and music on society and culture. | • Analyze the impact of new media on society and culture. | • Evaluate the laws and regulations that govern telecommunications. | • Evaluate the Supreme Court decisions that govern free press. |
| 1. |                              |   |   |   |   |   |  |

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. history theory practice
Lecture	9	III	Evolution of Print Media newspapers and pamphlets magazines books
Lecture	9	IV	Evolution of Cinema early film pioneers and film technology business and artistic developments cultivation of a mass audience
Lecture	9	V	Evolution of Electronic Media radio television satellite cable the recording industry
Lecture	9	VI	New Media rise of personal computing the Digital Revolution World Wide Web and the Internet mobile media emerging trends and technologies
Lecture	9	VII	Regulation of Mass Media key legislation and court decisions

			role of the Federal Communications Commission Hayes Code and self-censorship challenges of the Internet professional codes of ethics
<b>Total Lecture Hours</b>	54		
<b>Total Laboratory Hours</b>	0		
<b>Total Hours</b>	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 credibility of the message in Al Gore's film, An Inconvenient Truth.

##### 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 two local or national newspapers according to agenda-setting priorities. Present the findings to the class in a 10-15 minute presentation.

##### 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. 10th ed. Thompson, 2010.

### 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
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### 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: 11/16/2015**

**Last Reviewed and/or Revised by Willie Brownlee on 09/18/2015**

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