



El Camino College
COURSE OUTLINE OF RECORD – Official

Course Acronym:	COMS
Course Number:	265
Descriptive Title:	Mass Communication
Division:	Behavioral and Social Sciences
Department:	Communication Studies (Speech Communications)
Course Disciplines:	Communication Studies, Speech Communications
Catalog Description:	This course explores the history and effects of major forms of mass media in U.S. society, including television, radio, cinema, print, and new media. It encourages critical analysis of media messages and their cultural impact. The course appreciates works of philosophical, historical, literary, aesthetic, and cultural importance, recognizes diverse contributions to civilization, and promotes a humanizing perspective for holistic personal development.
Prerequisite:	
Co-requisite:	
Recommended Preparation:	Eligibility for English 1A
Enrollment Limitation:	
Hours Lecture (per week):	3
Hours Laboratory (per week):	0
Outside Study Hours:	6
Total Course Hours:	54
Course Units:	3
Grading Method:	Letter Grade only
Credit Status:	Credit, degree applicable
Transfer CSU:	Yes
Effective Date:	Prior to July 1992
Transfer UC:	Yes
Effective Date:	Prior to July 1992
General Education: ECC	Area 2C - Social and Behavioral Science Area 4B - Language and Rationality: Communication and Analytical Thinking
Term:	
Other:	Approved
CSU GE:	Area D - Social Sciences
Term:	
Other:	Approved
IGETC:	Area 4 - Social and Behavioral Sciences
Term:	
Other:	Approved

<p>Student Learning Outcomes:</p>	<p>SLO #1 Knowledge of Course Content Evaluate works of philosophical, historical, literary, aesthetic, and cultural importance in the context of mass media.</p> <p>SLO #2 Media Impact Critically analyze different forms of mass media, demonstrating an understanding of their historical development, cultural significance, and effects on society.</p> <p>SLO #3 Analyze Media Research Conduct and analyze independent research on media-related theories, concepts, or topics, demonstrating an understanding of appropriate methodologies and the ability to interpret and present findings.</p>
<p>Course Objectives:</p>	<ol style="list-style-type: none"> 1. Analyze the historical development of various forms of mass media such as television, radio, cinema, print, and new media. 2. Analyze the influence of mass media on societal structures and individual behavior using social science research methods. 3. Evaluate the effects of mass media on individuals and U.S. culture. 4. Critically assess media messages for their philosophical, historical, literary, aesthetic, and cultural significance. 5. Understand and appreciate the contributions made by diverse individuals and cultural groups to mass media. 6. Examine the contributions and perspectives of men, women, and of other ethnic minorities and a comparative perspective of both Western and non-Western societies through the study of mass media. 7. Apply a humanizing perspective in the analysis of mass media content. 8. Understand the legal framework governing mass media and its implications for society. 9. Critically analyze the role of journalism in society and its influence on public opinion. 10. Develop an understanding of the aesthetic elements in various forms of mass media and their impact on audience perception. 11. Understand the role and significance of public relations in mass communication. 12. Evaluate the influence of advertising on consumer behavior and societal norms. 13. Analyze the cultural impact of the internet and digital media. 14. Understand the evolution and significance of video games as a form of mass communication. 15. Critically assess the cultural and societal impact of recorded music.
<p>Major Topics:</p>	<ol style="list-style-type: none"> I. Course Introduction & Books (3 hours, lecture) <ol style="list-style-type: none"> A. Overview of Mass Communication, its evolution, effects, and significance in the area of social sciences and humanities. B. Introduction to the history of books C. Analysis and appreciation of significant literary works II. Magazines (3 hours, lecture) <ol style="list-style-type: none"> A. Overview of the inception and evolution of magazines B. Recognition of key contributors to the magazine industry III. Newspapers (5 hours, lecture) <ol style="list-style-type: none"> A. Exploration of the development of newspapers over time B. Analysis of culturally significant newspaper articles C. <i>UNIT 1 EXAM</i> IV. Video Games (3 hours, lecture)

	<ul style="list-style-type: none"> A. Understanding the history and cultural impact of video games B. Analysis of the philosophical and aesthetic elements in video games
	<p>V. The Internet (3 hours, lecture)</p> <ul style="list-style-type: none"> A. Study of the inception, evolution, and current state of the internet B. Recognition of the contributions made by various individuals/groups to the development of the internet.
	<p>VI. Advertising (3 hours, lecture)</p> <ul style="list-style-type: none"> A. Overview of the history and evolution of advertising B. Analysis of significant advertising campaigns
	<p>VII. Public Relations (5 hours, lecture)</p> <ul style="list-style-type: none"> A. Exploration of the role and development of public relations in mass communication B. Analysis of successful public relations strategies C. <i>UNIT 2 EXAM</i>
	<p>VIII. Legal Aspects of Mass Media (3 hours, lecture)</p> <ul style="list-style-type: none"> A. Understanding the legal framework governing mass media B. Analysis of landmark legal cases in mass media
	<p>IX. Journalism (3 hours, lecture)</p> <ul style="list-style-type: none"> A. Overview of the history and evolution of journalism B. Recognition of the contributions made by various journalists to society.
	<p>X. Media Effects and Research (5 hours, lecture)</p> <ul style="list-style-type: none"> A. Understanding the effects of media on society B. Analysis of significant media research studies C. <i>UNIT 3 EXAM</i>
	<p>XI. Radio (3 hours, lecture)</p> <ul style="list-style-type: none"> A. Exploration of the inception, evolution, and current state of radio B. Analysis of culturally significant radio broadcasts
	<p>XII. Television (3 hours, lecture)</p> <ul style="list-style-type: none"> A. Overview of the history and evolution of television B. Recognition of the contributions made by various individuals and groups to the development of television.
	<p>XIII. Movies (3 hours, lecture)</p> <ul style="list-style-type: none"> A. Understanding the history and cultural impact of movies B. Analysis of significant films from a variety of cultures (<i>i.e. Bollywood, China Cinema Industry, Brazil, Japanese Cinema</i>)
	<p>XIV. Recorded Music (3 hours, lecture)</p> <ul style="list-style-type: none"> A. Exploration of the development of recorded music over time B. Analysis of culturally significant musical recordings
	<p>XV. Student Presentations / Course Review (3 hours, lecture)</p> <ul style="list-style-type: none"> A. Student Presentations for Recorded Music B. Review of the unit material
	<p>XVI. Review for Final UNIT exam (3 hours, lecture)</p> <ul style="list-style-type: none"> A. <i>UNIT 4 Exam</i>
Total Lecture Hours:	54
Total Laboratory Hours:	0
Total Hours:	54
Primary Method of Evaluation:	1) Substantial writing assignments

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.
Critical Thinking Assignment 1:	In a three- to five-page paper, citing sources to support information and claims, analyze examples of mediated images distributed via media platforms such as television, internet, social media, etc. to evaluate the historical, cultural, political, psychological, and ethical implications that media images can or have had on public opinion, cultural norms, and social behaviors.
Critical Thinking Assignment 2:	In a four- to six-page research paper citing sources to support information and claims, students will conduct an in-depth analysis of the influence that mass media has on a specific areas of mass media effects (ie. influence on public opinion, consumer behavior, or social change).
Other Evaluation Methods:	Multiple Choice, Other Exams, Term or Other Papers, True/False, Written Homework, Presentation, Quizzes.
Instructional Methods:	Discussion, Group Activities, Lecture, Multimedia presentations
If other:	
Work Outside of Class:	Answer questions, Journal (done on a continuing basis throughout the semester), Required reading, Study, Written work (such as essay/composition/report/analysis/research)
If Other:	
Up-To-Date Representative Texts:	Campbell, Martin, Fabos, <u>Media & Culture: An Introduction to Mass Communication</u> 13th Edition 2021 Bedford/St. Martins. (Discipline Standard) Biagi, <u>Media/Impact: An Introduction to Mass Media</u> , 12th Edition, Cengage Learning, 2016. (Discipline Standard)
Alternative Texts:	
Required Supplementary Readings:	
Other Required Materials:	
Requisite:	
Category:	
Requisite course(s): List both prerequisites and corequisites in this box.	
Requisite and Matching skill(s): Bold the requisite skill. List the corresponding course objective under each skill(s).	
Requisite Skill:	
Requisite Skill and Matching Skill(s): Bold the requisite skill(s). If applicable	
Requisite course:	

Requisite and Matching skill(s): Bold the requisite skill. List the corresponding course objective under each skill(s).	
Requisite Skill:	Eligibility for English 1A
Requisite Skill and Matching skill(s): Bold the requisite skill. List the corresponding course objective under each skill(s). If applicable	This course involves reading college level textbooks, developing papers, and answering essay questions. A student's success in this class will be enhanced if they have these skills. Summarize, analyze, evaluate, and synthesize college-level texts. Write a well-reasoned, well-supported expository essay that demonstrates application of the academic writing process.
Enrollment Limitations and Category:	
Enrollment Limitations Impact:	
Course Created by:	E. F. Lee
Date:	02/01/1958
Original Board Approval Date:	
Last Reviewed and/or Revised by:	Larry Leach
Date:	04/17/2024
Last Board Approval Date:	06/17/2024
Effective Term:	FALL 2025