



COM 111: Mass Communication

This course focuses on the mass communication process and a survey of primary mass media such as books, newspapers, magazines, recordings, movies, television, radio, and the web. The course examines the development and power of the mass media and their role in contemporary society, and explores the potential impact of media consolidation, demassification, and technology on editorial direction and mass audiences. Pre or co-requisite: ENG 101. Three lecture hours per week. Gen. Ed. Competencies Met: Global and Historic Awareness.

Course Student Learning Outcomes

1. Explain how basic concepts of communication theory apply to mass media.
2. Identify key figures and events related to the development of major mass media and emerging new media.
3. Explain the potential effects of media on an increasingly diverse society.
4. Discuss some of the basic ethical, global, and legal issues related to the mass media.
5. Assess how emerging technologies may influence the shape of mass media.

Credits: 3

Program: Communication