Course Outcome Summary
General Education Satisfier Course
COMM 151 Introduction to Mass Media

Course Information
Division: Humanities/Social Sciences
Contact Hours: 45
Total credits: 3

Prerequisite
RDG 090 and ENGL 090 or qualifying scores on ACT or COMPASS tests

Course Description
Formerly called Intro to Radio and TV, this course is designed to introduce students to the mass media in all their forms, from print to broadcast and the Internet. It covers media effects, the roles and influence of mass media in society, and the various forms of media messages, from news to entertainment, public relations and advertising. It introduces students to key issues in media law, governance and ethics, and gives them a chance for hands-on contact with a newspaper newsroom and radio and TV studios.

This course is approved as a General Education competency satisfier.

General Education Goal: Social and Cultural Awareness
Competency: Understand the processes that influence human values, thoughts, social systems, and behavior.
Learning Outcome: Students will examine the impact of social factors on personal beliefs, while considering alternatives to the dominate culture’s viewpoint.

General Education Learning Objectives
A. Recognize the processes by which individuals acquire social knowledge attitudes and beliefs.
B. Recognize major influences on social behavior and social systems.
C. Demonstrate knowledge of human diversity including characteristics of culture outside of the student’s own.
D. Demonstrate knowledge of at least one systematic method for obtaining knowledge about social influences according to a recognized social science discipline.

Course Outcomes
In order to evidence success in this course, the students will be able to:
1. Identify/recognize the roles and influence of each of the various mass media in society.
   Applies to General Education Objectives
   A. Recognize the processes by which individuals acquire social knowledge attitudes and beliefs.
   B. Recognize major influences on social behavior and social systems.
2. Identify/recognize the concepts of news, public relations and advertising in mass media.
   Applies to General Education Objective
   A. Recognize the processes by which individuals acquire social knowledge attitudes and beliefs.
   B. Recognize major influences on social behavior and social systems.
3. Identify/recognize key mass media issues and trends, including ownership, governance, law and ethics (included are globalization, cultural imperialism and global communication models).

   Applies to General Education Objectives
   A. Recognize the processes by which individuals acquire social knowledge attitudes and beliefs.
   B. Recognize major influences on social behavior and social systems.
   C. Demonstrate knowledge of human diversity including characteristics of culture outside of the student’s own.
   D. Demonstrate knowledge of at least one systematic method for obtaining knowledge about social influences according to a recognized social science discipline.

4. Identify/recognize the basic operations of newspapers, radio and television stations.

   Applies to General Education Objective
   B. Recognize major influences on social behavior and social systems.