I. INTRODUCTION

This is a survey course focusing on historical, technical, and governmental aspects of the mass media industry. Newspapers, magazines, radio, television and the news media will be covered.

II. LEARNING OUTCOMES

Upon successful completion of this course the student will be able to:

<table>
<thead>
<tr>
<th>Student Learning Outcomes</th>
<th>Critical Thinking</th>
<th>Communication</th>
<th>Teamwork</th>
<th>Personal Responsibility</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) Demonstrate understanding of the fundamental types, purposes, and relevance of mass communication</td>
<td>x</td>
<td>x</td>
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<tr>
<td>2) Demonstrate understanding of mass media in historical, economic, political, and cultural realms</td>
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<td>3) Demonstrate understanding of the business aspects of mass media and the influence of commercialism</td>
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<td>4) Demonstrate understanding of evolving media technologies and relevant issues and trends</td>
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<td>5) Demonstrate understanding of mass media values, ethics, laws, and industry guidelines</td>
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<td>x</td>
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<tr>
<td>6) Demonstrate understanding of globalization of mass media</td>
<td>x</td>
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<tr>
<td>7) Demonstrate understanding of media effects on society</td>
<td>x</td>
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<td>x</td>
</tr>
</tbody>
</table>
A. **Course Objectives and Competencies:**
Courses in this category focus on developing ideas and expressing them clearly, considering the effect of the message, fostering understanding, and building the skills needed to communicate persuasively. Courses involve the command of oral, aural, written, and visual literacy skills that enable people to exchange messages appropriate to the subject, occasion, and audience.

- **Critical Thinking (CT)** -- to include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information
- **Communications Skill (COM)** -- to include effective development, interpretation and expression of ideas through written, oral and visual communication
- **Teamwork (TW)** -- to include the ability to consider different points of view and to work effectively with others to support a shared purpose or goal
- **Personal Responsibility (PR)** -- to include the ability to connect choices, actions, and consequences to ethical decision-making

III. **INSTRUCTIONAL MATERIALS**
The instructional materials identified for this course are available through [www.ctcd.edu/books](http://www.ctcd.edu/books)

A. **Online Course Content:** Online course content is administered through the college’s learning management system called Black Board. A link to Black Board can be found on the college’s home page, [www.ctcd.edu](http://www.ctcd.edu). Each student has access to coursework, including grades (located in the course link within Black Board). Access can occur from any Internet-connected computer worldwide.

IV. **COURSE REQUIREMENTS**

A. Reading assignments are to be completed by the assigned dates. Assigned reading will be subject to examination in major exams.

B. Projects/oral reports/case studies/book reports/and research papers will be assigned by the instructor. The methods of presentation, due dates/point values and grading criteria will be given by the instructor at time of assignment.

C. Attendance policies are described in the Central Texas College catalogue. Excessive absences will result in loss of credit for the class.

D. Assignments are due on the date specified by the instructor. Late assignments will be subject to a penalty of 10% of the total point value for each day the assignment is late. All assignments must be submitted to meet requirements for this course. Failure to submit and satisfactorily complete all assignments required in this course as stated in the syllabus will result in a grade of "F" for this course.
E. No class or laboratory assignment may involve the production of illegal, obscene, or indecorous materials.

V. EXAMINATIONS

A. Exams will be given as major components of study are completed. Exams will be announced with suitable lead time.

B. All exams will be objective in nature-multiple choice, true/false, matching, fill in the blanks, or short answer.

C. The instructor will review material to be covered on each exam in class prior to the exam date.

D. If a student is absent during an exam, a make-up exam will be administered to the student, only if documentation is provided by the student which justifies an excused absence. Unexcused absences during exams will not be entitled to a make-up consideration and will be awarded "0" points for the exam missed. Excused absences will be given for health reasons (doctor's note required), military assignments (Superior's note required), or unavoidable work conflict, if arranged with the instructor prior to the absence.

E. A term paper will be assigned and will be described separately.

VI. SEMESTER GRADE COMPUTATION

A. The student's grade for this course is derived from the total points awarded on examinations and laboratory assignments. The point value assigned to each of these requirements is listed below:

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exams</td>
<td></td>
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<tr>
<td>3-weeks test</td>
<td>100 pts</td>
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<tr>
<td>Mid Term</td>
<td>100 pts</td>
</tr>
<tr>
<td>Final</td>
<td>200 pts</td>
</tr>
<tr>
<td>Term paper</td>
<td>100 pts</td>
</tr>
<tr>
<td>Total</td>
<td>500 pts</td>
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</tbody>
</table>

B. The following table denotes the points scored to letter grade scale used for this course:

- 500 - 450 = A
- 449 - 400 = B
- 400 - 0 = F
VII. NOTES AND ADDITIONAL INSTRUCTIONS FROM COURSE INSTRUCTOR

A. Course Withdrawal: It is the student’s responsibility to officially withdraw from a course if circumstances prevent attendance. Any student who desires to, or must, officially withdraw from a course after the first scheduled class meeting must file a Central Texas College Application for Withdrawal (CTC Form 59). The withdrawal form must be signed by the student.

CTC Form 59 will be accepted at any time prior to Friday of the 12th week of classes during the 16-week fall and spring semesters. The specific last day to withdraw is published each semester in the Schedule Bulletin. A student who officially withdraws will be awarded the grade of “W” provided the student’s attendance and academic performance are satisfactory at the time of official withdrawal. Students must file a withdrawal application with the College before they may be considered for withdrawal.

A student may not withdraw from a class for which the instructor has previously issued the student a grade of “F” or “FN” for nonattendance.

B. Administrative Withdrawal: An administrative withdrawal may be initiated when the student fails to meet College attendance requirements. The instructor will assign the appropriate grade on CTC Form 59 for submission to the registrar.

C. Incomplete Grade: The College catalog states, “An incomplete grade may be given in those cases where the student has completed the majority of the coursework but, because of personal illness, death in the immediate family, or military orders, the student is unable to complete the requirements for a course. . .” Prior approval from the instructor is required before the grade of “IP” for Incomplete is recorded. A student who merely fails to show for the final examination will receive a zero for the final and an “F” for the course.

D. Cellular Phones and beepers: Cellular phones and beepers will be turned off while the student is in the classroom or laboratory.

E. Americans With Disabilities Act (ADA): Disability Support Services provide services to students who have appropriate documentation of a disability. Students requiring accommodations for class are responsible for contacting the Office of Disability Support Services (DSS) located on the central campus. This service is available to all students, regardless of location. Explore the website at
www.ctcd.edu/disability-support for further information. Reasonable accommodations will be given in accordance with the federal and state laws through the DSS office.

F. Instructor Discretion: The instructor reserves the right of final decision in course requirements.

G. Civility: Individuals are expected to be cognizant of what a constructive educational experience is and respectful of those participating in a learning environment. Failure to do so can result in disciplinary action up to and including expulsion.

VIII. COURSE OUTLINE

A. PART 1: Laying The Groundwork

Unit 1: Mass Communications & Media Literacy

1. Unit Objectives: Upon Successful completion of this unit, the student will be able to:
   a. Recognize the elements of the communication process
   b. Understand the different types of communication settings
   c. Identify the function of the gatekeepers
   d. Describe how the Internet has changed mass communication
   e. Explain the various types of mass media convergence
   f. Explain the implications of disintermediation on the media

2. Learning Activities:
   a. Classroom lecture and discussion
   b. Reading assignment: Chapter 1

3. Unit Outline:
   Mass Communication, Culture, & Media Literacy (2)
   (1) What is Mass Communications? (4)
   (2) What is Culture? (7)
   (3) Mass Communication & Culture (14)
   (4) Scope & Nature of Mass Media (15)
   (5) The Gutenberg Revolution (18)
   (6) Media Literacy (20)
Unit 2: Convergence & the Reshaping of Mass Communications

1. **Unit Objectives:** Upon success completion of this unit, the student will be able to:
   a. Understand the differences between functional approach and the critical/cultural approach to studying mass communications.
   b. Explain the value of each approach in the analysis of the mass communication process.
   c. Describe the five functions mass media perform for society.
   d. Explain uses-and-gratifications analysis.
   e. Recognize the dysfunctions of mass communication.
   f. Understand the concepts of meaning, hegemony, and ideology.

2. **Learning Activities:**
   a. Classroom lecture and discussion
   b. Reading assignment: Chapter 2

3. **Unit Outline:**
   Convergence & the Reshaping of Mass Communications (30)
   (1) Traditional Mass Communications (32)
   (2) Cultural Reform (36)
   (3) New Mass Communication Process (41)

B. **PART 2: Media, Media Industries, & Media Audiences**

Unit 3: BOOKS

1. **Unit Objectives:** Upon success completion of this unit, the student will be able to:
   a. Describe the major events and general trends in book media history.
   b. Recognize the milestones in the development.
   c. Understanding the role of books & their audiences.

2. **Learning Activities:**
   a. Classroom lecture and discussion
   b. Reading assignment: Chapter 3

3. **Unit Outline:**
   a. Book History (52)
   b. Book Audiences (55)
   c. Scope & Structures of Book Industries (61)
d. Trends & Convergence in Book Publishing (63)

Unit 4: Newspapers

1. Unit Objectives: Upon success completion of this unit, the student will be able to:
   a. Describe the challenges newspapers face in today’s digital age.
   b. Recognize the conditions that had to exist before a mass press could come into existence.
   c. Understand the significance of the penny press.
   d. Explain the features that define both online and print renditions of newspapers.
   e. Understand the function of the Audit Bureau of Circulations (ABC).
   f. Identify the various methods newspapers are using to gain readership.

2. Learning Activities:
   a. Classroom lecture and discussion
   b. Reading assignment: Chapter 4

3. Unit Outline:
   a. Newspaper History (74)
   b. Newspaper Audiences (80)
   c. Scope & Structures of Newspaper Industries (82)
   d. Newspaper as an Advertising Medium (84)
   e. News & Feature Services (85)
   f. Trends & Convergence in Newspaper (87)

Unit 5: Magazines

1. Unit Objectives: Upon success completion of this unit, the student will be able to:
   a. Discuss the characteristics of magazines
   b. Understand how the magazine industry is divided
   c. Understand the function of Mediamark Research Inc. (MRI).
   d. Explain how the Internet supplements magazines and expands and enriches the reading experience.
   e. Identify the five main magazine content categories.
   f. Describe the departments that produce magazines.

2. Learning Activities:
   a. Classroom lecture and discussion
   b. Reading assignment: Chapter 5
3. Unit Outline:
   a. Magazine History (98)
   b. Magazines Audiences (104)
   c. Trends & Convergence in Newspaper (109)

**Unit 6: Film**

1. Unit Objectives: Upon success completion of this unit, the student will be able to:
   a. Explain how the motion picture industry developed.
   b. Describe how the studios dominated the industry.
   c. Discuss how television affected the film industry and its audience.
   d. Understand the implications that digital moviemaking holds for the industry.
   e. Explain how the digital age is affecting film.
   f. Describe the components of the movie industry and how a motion picture is produced.

2. Learning Activities:
   a. Classroom lecture and discussion
   b. Reading assignment: Chapter 9

3. Unit Outline:
   a. History Film/Movies (120)
   b. Movie Audiences (132)
   c. Scope & Nature of Film Industry (133)
   d. Trends & Convergence (139)

**Unit 7: Radio**

1. Unit Objectives: Upon success completion of this unit, the student will be able to:
   a. Explain how broadcasting developed in the 1920s.
   b. Recognize how television affected radio.
   c. Discuss the defining features of radio.
   d. Understand that radio gets programming from local stations, networks, and syndication companies.
   e. Explain how the digital age is affecting radio.
   f. Understand how consolidation has affected the radio industry.
2. Learning Activities:
   a. Classroom lecture and discussion
   b. Reading assignment: Chapter 7

3. Unit Outline:
   a. History of Radio (150)
   b. History of Sound Recording (152)
   c. Radio & its Audience
   d. Scope & Nature of the Radio Industry (159)
   e. The Business of Radio (161)
   f. Scope & Nature of the Recording Industry (163)
   g. Trends & Convergence in Radio/Recording (166)
   h. The Internet & Future of Recording Industry (170)

Unit 8: Television

1. Unit Objectives: Upon success completion of this unit, the student will be able to:
   a. Trace the development of television.
   b. Describe the evolution of the networks.
   c. Explain the impact of the Telecommunications Act of 1996.
   d. Detail the implications of the digital age for television.
   e. Describe the impact of direct broadcast satellite systems.
   f. Explain how television ratings are formulated.
   g. Describe the departments of the television industry and how programs are produced.

2. Learning Activities:
   a. Classroom lecture and discussion
   b. Reading assignment: Chapter 8

3. Unit Outline:
   a. Television Timeline (179)
   b. History of Television (181)
   c. Television Audiences (188)
   d. Scope & Nature of Broadcast Television Industry (190)
   e. Cable & Satellite (192)
**Unit 10: Internet**

1. **Unit Objectives:** Upon success completion of this unit, the student will be able to:
   a. Describe how computers were invented.
   b. Explain how the Internet and the World Wide Web were developed.
   c. Understand the advantages of broadband Internet access.
   d. Recognize the economic impact of the Internet.
   e. Discuss the social concerns raised by the Internet.

2. **Learning Activities:**
   a. Classroom lecture and discussion
   b. Reading assignment: Chapter 10

3. **Unit Outline:**
   a. History of Internet (229)
   b. The Internet Today (233)
   c. Social Media (235)
   d. Internet, Social Media & Their Users (238)
   e. Changes in the Mass Communication Process
   f. Re-conceptualizing Life in an Interconnected World (239)

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**C. PART 3 Strategic Communication Industries**

**Unit 11: Public Relations**

1. **Unit Objectives:** Upon success completion of this unit, the student will be able to:
   a. Define Public Relations.
   b. Understand Propaganda & the political stage.
   c. Shaping the Character of public relations
   d. Explain PR management function.
   e. Globalization, concentration & specialization.
   f. Trust in Public Relations.

2. **Learning Activities:**
   a. Classroom lecture and discussion
   b. Reading assignment: Chapter 11

3. **Unit Outline:**
   a. Define Public Relations (260)
   b. History of Public Relations (262)
   c. PR & its audience (267)
d. Scope & Structure Of Public Relations (268)
e. Trends & Convergence in PR (273)

Unit 12: Advertising

1. **Unit Objectives:** Upon success completion of this unit, the student will be able to:
   a. Explain early advertising methods.
   b. Advertising through different types of mediums.
   c. Explain why advertisers need to show special consideration for children.
   d. Criticisms & defenses of advertising.
   e. Regulations in advertising.
   f. Explain how new & converging technologies impact advertising.
   g. Understanding of psychographics & globalization.

2. **Learning Activities:**
   a. Classroom lecture and discussion
   b. Reading assignment: Chapter 12

3. **Unit Outline:**
   a. History of Advertising (284)
   b. Advertising & its audience (291)
      (1) Media and socialization
      (2) Media as a primary source of information
      (3) Shaping attitudes, perceptions, and beliefs
      (4) Cultivation analysis
      (5) Children and television advertising
      (6) Agenda setting
   c. Scope & Nature of the Ad industry (294)
   d. Trends & Convergence in Advertising (300)

Unit 13: Theories & Effects of Mass Communications

1. **Unit Objectives:** Upon success completion of this unit, the student will be able to:
   a. Discuss the debate in research methods.
   c. Explain media’s contribution towards gender, racial/ethical stereotyping.
   d. The use & application of Mass Communication Theory.
2. Learning Activities:
   a. Classroom lecture and discussion
   b. Reading assignment: Chapter 13

3. Unit Outline:
   a. The Effects Debate (312)
   b. Defining Mass Communication Theory (315)
   c. History of Mass Communication Theory (316)
   d. The effect-Four questions (331)
      1. Media violence
      2. Portrayals
      3. Gender/Racial stereotyping
      4. Prosocial Effects

Unit 14: Media Freedom, Regulation & Ethics

1. Unit Objectives: Upon success completion of this unit, the student will be able to:
   a. Discuss the debate the First Amendment.
   c. Explain media ethics.

2. Learning Activities:
   a. Classroom lecture and discussion
   b. Reading assignment: Chapter 14

3. Unit Outline:
   a. Media freedom, regulation & ethics timeline (344)
   b. History of First Amendment (347)
   c. Social Responsibility Theory (357)
   d. Media Industry Ethics (358)

Unit 15: Global Media

1. Unit Objectives: Upon success completion of this unit, the student will be able to:
   a. Discuss the role of Global media today.
   b. Understand the debate over cultural imperialism.
   c. Explain a global media system.

2. Learning Activities:
   a. Classroom lecture and discussion
   b. Reading assignment: Chapter 15
3. Unit Outline:
   a. Global Media timeline (373)
   b. Global media Today (377)
   c. Global Village & Cultural Imperialism (387)

INTRODUCTION TO MASS COMMUNICATIONS
COMM 1307
TERM PAPER REQUIREMENTS

Description: Students will research and write a term paper as a required component of the course, Introduction to Mass Communication.

Due Date: Topics must be submitted for approval by _____________. The completed paper will be due _____________, at the beginning of class.

Length: The paper must be at least ten double spaced typewritten pages in length not including cover sheet, citation page and bibliography. At least 8 sources must be used. A cover sheet, citation page and bibliography are required. The paper should be stapled in the upper left corner. No folder is necessary.

Form: The paper will follow research style with all information attributed to the sources using citations in the form of footnotes or endnotes. Citations should follow the MLA requirements for citations.

Topic: Any topic or person discussed in the text or in lectures may be selected as a topic for the paper. Examples include: Yellow journalism, Hearst, some aspect of the magazine industry, the social impact of a specific book such as Uncle Tom’s Cabin or To Kill a Mockingbird, Marconi, Samoff, fairness doctrine, section 315, obscenity and indecency, high definition television, interactive television, the social impact of a specific film, some aspect of the Internet, a comparison of public broadcasting in this country and some other country, or censorship.
COMM 1307
Introduction to Mass Communications

Semester___________ Year _____________

STUDENT STATEMENT

I, ____________________________________, hereby certify the instructor (please print)

has fully explained the requirements and objectives of this course.

I understand my responsibilities regarding class attendance and assignments.

__________________________________
Student Signature