

ILLINOIS VALLEY COMMUNITY COLLEGE



COURSE OUTLINE

DIVISION: Humanities, Fine Arts Social Sciences

COURSE: JRN 1001 — Introduction to Mass
Communication

Date: 8.25.11

Credit Hours: 3

Prerequisite(s): None

Delivery Method: **Lecture** **3 Contact Hours** (1 contact = 1 credit hour)
 Seminar **0 Contact Hours** (1 contact = 1 credit hour)
 Lab **0 Contact Hours** (2 contact = 1 credit hour)
 Clinical **0 Contact Hours** (3 contact = 1 credit hour)
 Online
 Blended

Offered: **Fall** **Spring** **Summer**

IAI Equivalent –**Only for Transfer Courses**-go to <http://www.itransfer.org>: MC911

CATALOG DESCRIPTION:

This course provides an overview of the nature, functions and responsibilities of the mass communication industries in a global environment with emphasis on the media's role in American society.

GENERAL EDUCATION GOALS ADDRESSED

[See the last page of this form for more information.]

Upon completion of the course, the student will be able:

[Choose those goals that apply to this course.]

- To apply analytical and problem solving skills to personal, social and professional issues and situations.
- To communicate orally and in writing, socially and interpersonally.
- To develop an awareness of the contributions made to civilization by the diverse cultures of the world.
- To understand and use contemporary technology effectively and to understand its impact on the individual and society.
- To work and study effectively both individually and in collaboration with others.
- To understand what it means to act ethically and responsibly as an individual in one's career and as a member of society.
- To develop and maintain a healthy lifestyle physically, mentally, and spiritually.
- To appreciate the ongoing values of learning, self-improvement, and career planning.

EXPECTED LEARNING OUTCOMES AND RELATED COMPETENCIES:

[Outcomes related to course specific goals.]

Upon completion of the course, the student will be able to:

- Demonstrate an understanding of the reciprocal influence of the media and contemporary society;
- Apply communication theories to analyze the influence of mass communication systems on American society;
- Analyze representative research in mass communication;
- Trace the historical development of various media forms;
- Distinguish media functions — information, persuasion, entertainment, and transmission of culture;
- Comprehend methods of media organization, finance, and regulation in a global environment;
- Describe usage and impact of the various media;
- Critically analyze legal and ethical media issues;
- Participate productively in a group.
- Deliver an oral report
- Write short, informational reports
- Participate in media production.

COURSE TOPICS AND CONTENT REQUIREMENTS:

The course will include instruction, practice and evaluation in:

1. The communication process
2. Mass media functions and roles
3. American mass media history
4. Media law
5. Media ethics

6. Media impact, effects, manipulation
7. Media jobs
8. Media operation
9. Media ownership
10. Media financing
11. Sources of media information, reviews

This course provides students with opportunities to practice skills in reading, writing and critical thinking.

INSTRUCTIONAL METHODS:

The course will include:

1. Lectures
2. Small group and large group discussion
3. Audio-visual presentations
4. Collaborative/group activities, presentations
5. Speaking, listening, observing activities

INSTRUCTIONAL MATERIALS:

The following instructional materials will be employed:

1. Text
2. Supplemental reading materials
3. Various audio-visual materials; for example, videos, PowerPoints, recordings
4. Guest speakers who are media professionals

STUDENT REQUIREMENTS AND METHODS OF EVALUATION:

Students will be required to participate successfully in:

1. Tests over assigned textbook reading, supplemental reading, class discussions and reports, audio-visual materials
2. Oral and written reporting exercises
3. Small group exercises, discussion
4. Media production

OTHER REFERENCES

American Journalism Review

www.ajr.org

American Society of Journalists and Authors

www.asja.org

Internet Movie Database

www.imbd.com

University of Minnesota Media History Project

<http://www.mediahistory.umn.edu/>

Newslink to major newspapers, magazines and broadcast

www.newslink.org

Reporters Committee for Freedom of the Press

www.rcpf.org

Advertising Age

www.adage.com

Broadcasting and Cable
www.broadcastingcable.com/
Columbia Journalism Review
www.cjr.org
Wall Street Journal
www.wsj.com
Poynter
www.poynter.org

Course Competency/Assessment Methods Matrix

Course Prefix, Number and Name	Assessment Options																																
For each competency/outcome place an "X" below the method of assessment to be used.	Assessment of Student Learning	Article Review	Case Studies	Group Projects	Lab Work	Oral Presentations	Pre-Post Tests	Quizzes	Written Exams	Artifact Self Reflection of Growth	Capstone Projects	Comprehensive Written Exit Exam	Course Embedded Questions	Multi-Media Projects	Observation	Writing Samples	Portfolio Evaluation	Real World Projects	Reflective Journals	Applied Application (skills) Test	Oral Exit Interviews	Accreditation Reviews/Reports	Advisory Council Feedback	Employer Surveys	Graduate Surveys	Internship/Practicum /Site Supervisor Evaluation	Licensing Exam	In Class Feedback	Simulation	Interview	Written Report	Assignment	
	Direct/Indirect	D	D	D	D	D	D	D	D	D	D	D	D	D	D	D	D	D	D	I	I	I	I	D	D								
Assessment Measures – Are direct or indirect as indicated. List competencies/outcomes below.																																	
Demonstrate an understanding of the reciprocal influence of the media and contemporary society;		X		X					X							X																	
Apply communication theories to analyze the influence of mass communication systems on American society;		X		X					X			X				X																	
Analyze representative research in mass communication;		X	X	X					X							X																	
Trace the historical development of various media forms									X							X																	
Distinguish media functions — information, persuasion, entertainment, and transmission of culture;									X							X																	
Comprehend methods of media organization, finance, and regulation in a global environment;		X	X	X					X							X																	
Describe usage and impact of the			X						X							X																	

