



ILLINOIS VALLEY COMMUNITY COLLEGE

COURSE OUTLINE

DIVISION: Humanities, Fine Arts and Social Sciences

COURSE: JRN 1001 Introduction to Mass Media

Date: Spring 2024

Credit Hours: 3

Complete all that apply or mark "None" where appropriate:

Prerequisite(s): None

Enrollment by assessment or other measure? Yes No

If yes, please describe:

Corequisite(s): None

Pre- or Corequisite(s): None

Consent of Instructor: Yes No

Delivery Method:	<input checked="" type="checkbox"/> Lecture	3 Contact Hours (1 contact = 1 credit hour)
	<input type="checkbox"/> Seminar	0 Contact Hours (1 contact = 1 credit hour)
	<input type="checkbox"/> Lab	0 Contact Hours (2-3 contact = 1 credit hour)
	<input type="checkbox"/> Clinical	0 Contact Hours (3 contact = 1 credit hour)

Offered: Fall Spring Summer

CATALOG DESCRIPTION and IAI NUMBER (if applicable):

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

IAI: MC 911

ACCREDITATION STATEMENTS AND COURSE NOTES:

None

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, press freedom
5. Media ethics
6. Media impact, effects, manipulation
7. Media jobs and operations
8. Media ownership
9. Media financing
10. Media theories
11. Sources of media information
12. Basics of media software including Adobe Creative Cloud (InDesign) and WordPress.

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

INSTRUCTIONAL METHODS:

The course will include:

1. Lectures
2. Test, quizzes
3. Demonstrations
4. Guest speakers from media professions
5. Small group and large group discussion
6. Audio-visual materials and presentations, such as videos, podcasts, images, PowerPoint, web sites
7. Collaborative/group activities, presentations
8. Library/Internet research
9. Hands-on work with media software
10. Critical thinking, speaking, listening, observing activities

EVALUATION OF STUDENT ACHIEVEMENT:

Students will be required to participate successfully in:

- Tests, quizzes over assigned textbook reading, supplemental reading, class discussions and reports, audio-visual materials
- Oral and written report exercises
- Small group exercises, presentations, discussions
- Media production
- At least 5,000 words of formal, graded writing through course assignments
- Reading and response to others' writing

Student work will be evaluated at the instructor's discretion based on current standards of practice in academic and/or journalistic writing, focusing on the effectiveness of the written documents.

The grading scale will be:

100-90 – A

89-80 – B

79-70 – C

69-60 – D

59 and below – F

INSTRUCTIONAL MATERIALS:

Textbooks:

Textbooks will be at the discretion of the full-time instructor. Part-time faculty members are to use the textbook designated for the course by the Dean of Humanities, Fine Arts, and Social Sciences, which may be informed by the full-time faculty and include texts such as Biagi, Shirley. *Media Impact: An Introduction to Mass Media*. 13th edition. Cengage Learning, 2024.

Resources:

The following supplemental instructional resources will be employed:

- Columbia Journalism Review, available at cjr.org, including Who Owns What?
- Poynter Institute, available at poynter.org
- American Journalism Review, available at ajr.org
- Student Press Law Center, available at splc.org
- Associated Collegiate Press, available at studentpress.org/acp
- Newseum, available at newseumed.org
- PBS Learning Media, available at pbslearningmedia.org
- Library of Congress, available at loc.gov
- YouTube videos
- Ad Fontes Media, available at adfontesmedia.com
- Reporters without Borders, available at rsf.org, including World Press Freedom rankings
- Freedom House – freedomhouse.org
- UNESCO's Press Freedom Day Resources, available at un.org
- Committee to Protect Journalists, available at cpj.org
- Illinois Attorney General Resources on open meetings, Freedom of Information Act, available illinoisattorneygeneral.gov
- Illinois Campus Press Act
- Society for Professional Journalists, including instruction videos for AI tools and media ethics resources, available from spj.org
- School Newspapers Online
- Adobe Creative Cloud and Adobe Express
- IVCC Jacobs Library databases, resources, available at ivcc.edu/library
- Artificial intelligence programs, such as ChatGPT, Midjourney, etc.
- Ad Age, available at adage.com
- Internet Movie Database, available at imbd.com

- Guest speakers

LEARNING OUTCOMES AND GOALS:

Institutional Learning Outcomes

- 1) Communication – to communicate effectively;
- 2) Inquiry – to apply critical, logical, creative, aesthetic, or quantitative analytical reasoning to formulate a judgement or conclusion;
- 4) Responsibility – to recognize how personal choices affect self and society.

Course Outcomes and Competencies

1. Demonstrate an understanding of the reciprocal influence of the media and contemporary society;

Competency 1.1: Students will be able to distinguish between interpersonal communication, intrapersonal communication, and mass communication.

Competency 1.2: Students will be able to describe today's communication networks and their components.

Competency 1.2: Students will be able to provide examples of how media both affect and reflect culture.

Competency 1.3: Students will be able to explain how mass media shape public opinion and how they can be used to influence society.

Competency 1.4: Students will be able to explain how media rely on public trust and how credibility can be damaged.

2. Apply communication theories to analyze the influence of mass communication systems on American society;

Competency 2.1: Students will be able to define mass media.

Competency 2.2: Students will be able to identify the parts of the mass communication process.

Competency 2.3: Students will be able to explain noise and feedback and explain how they influence the communication.

Competency 2.4: Students will be able to explain communication theories provided through history by figures and groups, such as David Potter, Marshall McLuhan, Payne Fund, Cantril Study, and Harold Lasswell.

3. Analyze representative research in mass communication;

Competency 3.1: Students will be able to discuss historical beliefs about mass media, such as the magic bullet theory.

Competency 3.2: Students will be able to explain contemporary ideas behind Media Effects research and Media Content research.

Competency 3.3: Students will be able to explain research about the impact of media on specific audiences, such as children.

Competency 3.4: Students will be able to explain the complexity in measuring mass media's impact on society through an understanding of terms such as selective exposure, selective retention, and selective perception.

4. Trace the historical development of various media forms;

Competency 4.1: Students will be able to identify the key milestones in the development of mass media, including newspapers, radio, television, and the internet.

Competency 4.2: Students will be able to explain how these media have evolved over time.

5. Distinguish media function, such as information, persuasion, entertainment, and transmission of culture;

Competency 5.1: Students will be able to analyze and evaluate media messages critically.

Competency 5.2: Students will be able to describe and provide examples of media functions.

Competency 5.3: Students will be able to identify bias, propaganda, and other techniques used in media to influence public opinion.

6. Comprehend methods of media organization, finance, and regulation in a global environment;

Competency 6.1: Students will be able to explain convergence and vertical integration in media industries.

Competency 6.2: Students will differentiate between public and private ownership of mass media.

Competency 6.3: Students will be able to explain both direct and indirect sources of revenue and explain how advertisers and consumers contribute to media revenue.

Competency 6.4: Students will be able to explain the advantages and disadvantages of concentration of ownership.

Competency 6.5: Students will be able to analyze press freedom in the United States compared to press freedom in other countries and explain how the political system in countries affects the press using theories such as the Soviet theory, the authoritarian theory, the libertarian theory, the social responsibility theory and developmental theory.

Competency 6.6: Students will be able to explain the role of the FCC in regulation of broadcast media.

7. Describe usage and impact of the various media;

Competency 7.1: Students will be able to describe how much time citizens use media.

Competency 7.2: Students will be able to evaluate the ways in which mass media have influenced social, political, and cultural norms.

Competency 7.3: Students will be able to identify the positive and negative effects of mass media on society.

8. Critically analyze legal and ethical media issues.

Competency 8.1: Students will be able to identify ethical issues related to mass media, including such areas as privacy concerns, intellectual property rights, and freedom of speech.

Competency 8.2: Students will be able to define libel and the traditional defenses used by the press in libel cases.

Competency 8.3: Students will be able to explain legal issues surrounding invasion of privacy, copyright, court access, obscenity/pornography, prior restraint, and censorship as well as historical attempts to restrict press freedom.

Competency 8.4: Students will be able to explain Freedom of Information and Open Meetings Acts and how they provide press access.

Competency 8.5: Students will be able to evaluate emerging media issues, such as Artificial Intelligence.

9. Write short, informational reports.

Competency 9.1: Students will be able to communicate information about mass media in report form.

Competency 9.2: Students will be able to research media issues using library tools to produce information for short reports.

10. Participate in media production, utilizing software of the discipline.

Competency 10.1: Students will be able to use InDesign software, or a comparable software, to complete page layout for a print edition.

Competency 10.2: Students will be able to use software to publish copy to the web.

Competency 10.3: Students will be able to post news items to social media accounts.