

PELLISSIPPI STATE TECHNICAL COMMUNITY COLLEGE
MASTER SYLLABUS

**INTRO TO MASS COMMUNICATION
CMN 1020**

Class Hours: 3.0

Credit Hours: 3.0

Laboratory Hours: 0.0

Date Revised: Fall 00

Catalog Course Description:

Overview of systems of mass communications, with emphasis on American media, their ownership, and legal and social controls.

Entry Level Standards:

A knowledge of basic high school English composition is expected of students entering Communications 1020. The student should be familiar with the basic rules of outlining and research. The student should also be aware of his personal, social, and political environment. Each student should be prepared to purchase several newspapers and magazines through the semester. Typing is required, although the student may utilize CAOS or some other typing service. However, the student will remain responsible for the quality of work turned in. Unless otherwise specified, all assignments must be typed.

Prerequisites:

While no pre-requisites exist for CMN 1020, a student with deficiencies in English grammar and composition should consider completing Freshman Composition before taking CMN 1020.

Textbook(s) and Other Course Materials:

The Media of Mass Communication (latest World Wide Web edition) by John Vivian is the required text. Also required is the accompanying reader, *Messages 4: The Washington Post Media Companion*. Students are also expected to check their e-mail at least once a week.

I. Week/Unit/Topic Basis:

Week	Topic
1	Introduction to course; overview of field. The impact of the information age on everyday life. The role of mass communication in society. A framework for understanding mass communication. Chapter 1
2	Books. History of the print media. Invention and background of print. Early publishing. Chapter 2
3	Magazines and newspapers. Chapters 3 and 4
4	Recordings and movies. Chapters 5 and 6
5	Radio and television. Chapters 7 and 8
6	The World Wide Web as mass medium. Chapter 9
7	Journalism, news gathering, and gatekeeping. Chapter 10
8	Public relations. Chapter 11

- 9 Advertising industry. Chapter 12
- 10 Media research. Chapter 13
- 11 Mass communication and media effects. Chapters 14 and 15
- 12 Mass media and society. Chapter 16
- 13 Mass media and governance. Chapter 17
- 14 Mass media law. Chapter 18
- 15 Ethics and the mass media. Chapter 19. Final test
- 16 Final Exam Period

II. Course Objectives*:

- A. Understand mass communication systems. I.2, I.5
- B. Understand the role of American media. IV.3
- C. Understand media ownership and the effects on society. IV.1
- D. Understand the effects of mass media on society. IV.1
- E. Understand the social, economic, and legal controls in the media. IV.3

*Roman numerals after course objectives reference goals of the university parallel program.

III. Instructional Processes*:

Students will:

1. Collaborate in teams for presentations to the class to analyze and understand the various segments of the communication industry. *Communication Outcome, Personal Development Outcome, Problem Solving and Decision Making Outcome, Transitional Strategy, Active Learning Strategy*
2. Develop research skills using the Internet and library resources to write papers on various topics relevant to course discussion. *Communication Outcome, Personal Development Outcome, Problem Solving and Decision Making Outcome, Technological Literacy Outcome, Information Literacy Outcome*
3. Develop a vocabulary that allows them to communicate knowledgeably and more effectively with professionals in various segments of the communication industry. *Communication Outcome, Transitional Strategy*

*Strategies and outcomes listed after instructional processes reference Pellissippi State's goals for strengthening general education knowledge and skills, connecting coursework to experiences beyond the classroom, and encouraging students to take active and responsible roles in the educational process.

IV. Expectations for Student Performance*:

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

1. Describe the nature and kinds of communications. A
2. Define mass communication and contrast to other communication systems. A
3. Recount and explain the development of mass communications in general, and specific forms of mass media in particular. A,B
4. Contrast and discuss economic controls on the media and their implications for society. C,E

5. Compare and contrast the communication industries. C,D
6. Explain the roles and ramifications of support industries, such as advertising and public relations. D,E
7. Perform an analysis of a specific example of a mass media outlet (newspaper, radio station, television station, etc.) A,D
8. Explain the effect of technological development on specific forms of mass media. A,B
9. Explain the relationship of media economics and content. E
10. Describe current issues in each field of mass communication. D
11. Discuss mass communication law, ethical practice, and social responsibility. D
12. Perform an attitudinal survey. A,B

*Letters after performance expectations reference the course objectives listed above.

V. Evaluation:

A. Testing Procedures:

There will be at least two written exams encompassing lecture, text and handouts. The tests will cover both theory and practical application. Each test will cover text material and associated lecture material. Quizzes may be given at the discretion of the instructor.

B. Laboratory Expectations:

Several short papers will be assigned on various topics in conjunction with current topics of discussion. Some papers may be accompanied by short presentations. A team project for presentation may be assigned.

C. Field Work:

Instructor may assign required attendance at media-related events or activities, or interviews with media personnel, perhaps accompanied by a report on such.

D. Other Evaluation Methods:

Since much of the learning methodology involves discussion and interaction, the instructor's evaluation of the student's participation will also be part of the final grade.

VI. Policies:

A. Attendance Policy:

Pellissippi State Technical Community College expects students to attend all scheduled instructional activities. As a minimum, students in all courses must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the course. Individual departments/programs/disciplines, with the approval of the vice president of Academic and Student Affairs, may have requirements that are more stringent.

Because the communication discipline and this course are built on interaction, and media studies involve skill development, the attendance requirements are more stringent. The equivalent of two weeks of unexcused absences are permitted without a grade penalty. One more absence will reduce the final grade by one letter. More than three weeks of absences for any reason will result in a failing grade. A tardy counts as half of an absence; leaving early counts as an absence.

B. Academic Dishonesty:

Plagiarism, cheating, and other forms of academic dishonesty are prohibited. Students guilty of

academic misconduct, either directly or indirectly through participation or assistance, are immediately responsible to the instructor of the class. In addition to other possible disciplinary sanctions which may be imposed through the regular Pellissippi State procedures as a result of academic misconduct, the instructor has the authority to assign an F or a zero for the exercise or examination, or to assign an F in the course. Plagiarism is either the copying or the paraphrasing of someone else's work while claiming it as one's own original work.