



**COURSE NAME:** INTRODUCTION TO MASS COMMUNICATIONS

**COURSE NUMBER:** COM\*101

**CREDITS:** 3

**CATALOG DESCRIPTION:** Introduction to the main aspects of communication and how the mass media – newspapers, films, television, magazines, radio and advertising – operate in our society. Material covered includes basic theories of mass communications, psychology of communications, development of mass media, and the interrelationship between the mass media and society, business, and government in defining issues and molding public opinion and attitudes.

**Prerequisite or Parallel:** English 101.

### **General Education Competencies Satisfied:**

**HCC General Education Requirement Designated Competency Attribute Code(s):**

None

**Additional CSCU General Education Requirements for CSCU Transfer Degree Programs:**

None

**Embedded Competency(ies):**

None

**Discipline-Specific Attribute Code(s):**

None

### **Course objectives:**

**General Education Goals and Outcomes:**

None

**Course Specific:**

1. Demonstrate knowledge of the historical development of the mass media in the US including the roles of technology and economics;
2. Recognize the importance of the mass media on us as individuals and on our society;

3. Show how the individual media operate and the unique problems of each;
4. Compare the continuity, adaptability and interrelationships between the media;
5. Analyze how you as an individual consume the media and evaluate it.

## **COURSE CONTENT**

### Mass Communications Theory & Systems

First Amendment

### Newspapers

History of newspapers in America

Penny newspapers

Yellow Journalism

Pentagon Papers

Impact of newspapers on American history

Technological developments

Telegraph

Improved printing presses

Television

Computers

Satellites

Economics

Advertising's role

Competition

Readership

Mergers

Ownership issues

Ethics

Journalistic ethics

Libel

Court cases

### Magazines

History of magazines in America

Role in developing literature

Postal regulations/ mailing rates

Muckrakers

Specialization

Impact of magazines on American history

Technological developments

Television

Computers

Satellites

Economics

Advertising's role

Competition

Readership

## Mergers

### Books

History of book publishing in America

Copyright laws

Paperback books

Technological developments

Television

Computers

Satellites

Economics

Book clubs

Small presses & university presses

Marketing & Promotion

Mergers

Ownership issues

### Radio

History of radio in America

Marconi & Sarnoff

Early days

Government regulation of radio

Development of networks

Edward R. Murrow & radio news

Programming

Development of formats

Impact of radio on American history

Technological developments

AM/FM

Transistors

Television

Narrowcasting

Economics

Advertising's role

Competition

Non-commercial stations

Mergers

### Recording Industry

History of recording industry in America

Edison

Formats

Relationship with Radio

Allan Freed & development of pop music

Technological developments

Television

Radio

78s, 33s, 45, tape, cassettes, CDs, etc

Economics

Marketing/promotion  
Payola

Television

History of television in America  
Early years  
WWII effect on development  
Government regulation  
Sarnoff vs. Paley  
Edward R. Murrow, TV news & McCarthy  
Newton Minnow  
Impact of TV on American history  
Technological developments  
Color TV  
Cable  
Computers  
Satellites  
Economics  
Advertising's role  
Competition  
Viewership  
Mergers

Advertising

Definition  
Interrelationship with media

Public Relations

Definition  
Interrelationship with media

Movies

History of movies in America  
Edison  
Porter  
DeMille  
Talkies  
Studio system/Production Code  
Impact of movies on American history  
Technological developments  
Color  
Wide-screens  
Television  
Computers  
VCR

Economics

Competition

Costs

Mergers

Issues of the Media

Internet media

International influences