Course Description

Studies the development of mass media communication, including the history and technological evolution of print and electronic media. Emphasizes mass communication in the United States. Lecture 3 hours per week. 3 credits

General Course Purpose

The course covers the history and development of both print and electronic media, and provides students with the vocabulary and theory to critically discuss all forms of mass media.

Course Prerequisites/Co-requisites

Fluency in Standard American English. Required proficiency in reading and writing at the ENG 111 level.

Course Objectives

Upon completing the course, the student will be able to:

- Summarize the history and development of mass communication;
- Identify major technological developments in modern mass communication;
- Explain the development and significance of books in our society
- Describe basic concepts of media law and ethics;
- Recognize the effects of mass media upon society;
- Apply standard mass communication theories to critically analyze and discuss media message content
- Discuss the role that economics play in shaping media practices and consumption;
- Define the effects of globalization on mass communications

Major Topics to be Included

- History of film
- History of television
- History of radio
- Mass communication theory.
- Mass communications law
- Audience research
- New electronic communications
- Mass media and ethics
- Development of print journalism
- Book publishing and industry
- Careers in mass media