NOVA COLLEGE-WIDE COURSE CONTENT SUMMARY
CST 114 – INTRODUCTION TO MASS MEDIA  (3 CR.)

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

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 critique all forms of mass media.

Course Prerequisites/Corequisites
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:

a) Describe the history of mass media; (1.1, 1.2, 1.3, 1.4, 1.5, 1.6, 3.1, 3.2, 3.3, 3.4, 3.5, 4.5)
b) Identify major developments in mass media; (1.1, 1.2, 1.3, 1.4, 1.5, 1.6, 2.4, 2.5, 3.1, 3.3, 3.5, 4.1, 4.2, 4.5, 7.3)
c) Explain the significance of print and electronic media in society; (1.1, 1.2, 1.3, 1.4, 1.5, 1.6, 2.3, 3.1, 3.2, 3.3, 3.4, 3.5, 4.5)
d) Describe basic concepts of media law and ethics; (1.1, 1.2, 1.4, 1.5, 1.6, 2.1, 2.2, 2.3, 2.4, 2.5, 3.1, 3.2, 3.3, 3.4, 3.5, 4.3, 4.5, 5.2)
e) Critique the cultural impact of mass media (1.1, 1.2, 1.3, 1.4, 1.5, 1.6, 2.1, 2.3, 3.1, 3.2, 3.5, 4.3, 7.3)
f) Analyze media message content using mass communication theories (1.4, 1.5, 2.2, 2.3, 2.5, 2.6, 4.1, 4.2, 4.4)
g) Outline the role that economics play in shaping media practices and consumption (1.3, 2.1, 2.4, 2.5, 3.5, 4.2, 4.3, 4.4, 4.5, 5.2, 7.1, 7.3)
h) Define the effects of globalization on mass communications (1.1, 1.3, 1.5, 1.6, 2.2, 2.6, 3.2, 3.3, 3.4, 3.5)

Major Topics to be Included

a) History of film
b) History of television
c) History of radio
d) Mass communication theories (e.g., convergence theory)
e) Mass communications law
f) Audience research
g) Emergent electronic communications
h) Mass media and ethics
i) Development of print journalism
j) Book publishing and industry
k) Careers in mass media