

**NOVA COLLEGE-WIDE COURSE CONTENT SUMMARY
CST 114 – SURVEY OF MASS MEDIA (3 CR.)**

Course Description

Examines the history and current understanding of mass communication. Covers print media (newspapers, magazines, and books), electronic media (radio, television, film, the Internet), advertising, public relations, and mass media theory, research, and ethics.

General Course Purpose

The course is intended to help students understand and recognize the need for media literacy skills in an ever-changing society where mass communication and technology play a prominent role in our everyday lives. Identify the changes history has played in the evolution of mass communication.

Course Prerequisites/Corequisites

None.

Course Objectives

This course supports the following general learning outcome topics:

- Professional Readiness
 - Define media literacy and implement media literacy skills.
 - Identify how to apply skills within mass media professional environments, and incorporate those skills for a targeted audience
- Critical Thinking
 - Evaluate authenticity of broadcast, print, and online mass media messages.
 - Effectively communicate how mass media influences society and individuals.

Major Topics to be Included

- Introduction to Group Communication
- Listening
- Group Development
- Meetings
- Group Diversity
- Problem-Solving & Conflict
- Communication Climates in Groups
- Leadership
- Presenting in Groups