



# BROWARD COMMUNITY COLLEGE COURSE OUTLINE

**LAST REVIEW: 2008-09 NEXT REVIEW: 2013-14 STATUS: A**

**COURSE TITLE: Introduction to Mass Communications**

**COMMON COURSE NUMBER: MMC1000**

**CREDIT HOURS: 3** **CONTACT HOUR BREAKDOWN**  
*(per 16 week term)*

**CLOCK HOURS: 48** **Lecture: 48** **Lab:**  
*(Voc. Course ONLY)* **Clinic:** **Other:**

**PREREQUISITE(S): None**  
**COREQUISITE(S): None**  
**PRE/COREQUISITE(S): None**

**COURSE DESCRIPTION** *(750 characters, maximum):* Overview of contemporary mass media and its historical background. Includes processes and effects of media messages on the individual and society. Deals with the media industry, its responsibilities, legalities, and careers. Media discussed may include newspapers, magazines, books, radio, television, advertising, public relations, and the movie and recording industries.

General Education Requirements – Associate of Arts Degree (AA), meets Area(s): Area  
General Education Requirements – Associate in Science Degree (AS), meets Area(s): Area  
General Education Requirements – Associate in Applied Science Degree (AAS), meets Area(s): Area

## **UNIT TITLES**

1. Background and History of each Major Media
2. Development of Major Media
3. Contemporary Media Theories
4. Forms, function and Audience
5. Auxiliary Media Services
6. Media's Role in Social Change
7. Mass Media Industries and Responsibilities
8. Media as a Profession



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## ASSESSMENT:

Students will be assessed on course outcomes by various methods. These methods may include, but are not be limited to, the following: individual presentations, take-home assignments, in-class exercises, presentation aids, group presentations, and examinations.

**\*\*\* Complete the following only if course is seeking general education status \*\*\***

## GENERAL EDUCATION Competencies and Skills\*:

Please highlight in **green** font all Competencies/Skills from the list below that apply to this course. In the box to the right of the Competency/Skill, enter all specific learning outcome numbers (i.e. 1.1, 2.7, 5.12) that apply.

<b>1. Read with critical comprehension</b>	
<b>2. Speak and listen effectively</b>	
<b>3. Write clearly and coherently</b>	
<b>4. Think creatively, logically, critically, and reflectively</b> (analyze, synthesize, apply, and evaluate)	
<b>5. Demonstrate and apply literacy in its various forms:</b> (highlight in <b>green ALL</b> that apply) ( 1. technological, 2. informational, 3. mathematical, 4. scientific, 5. cultural, 6. historical, 7. aesthetic and/or 8. environmental )	
<b>6. Apply problem solving techniques to real-world experiences</b>	
<b>7. Apply methods of scientific inquiry</b>	
<b>8. Demonstrate an understanding of the physical and biological environment and how it is impacted by human beings</b>	
<b>9. Demonstrate an understanding of and appreciation for human diversities and commonalities</b>	
<b>10. Collaborate with others to achieve common goals.</b>	
<b>11. Research, synthesize and produce original work</b>	
<b>12. Practice ethical behavior</b>	
<b>13. Demonstrate self-direction and self motivation</b>	
<b>14. Assume responsibility for and understand the impact of personal behaviors on self and society</b>	
<b>15. Contribute to the welfare of the community</b>	

*\* General Education Competencies and Skills endorsed by '05-'06 General Education Task Force*



**Common Course Number: MMC1000**

**UNITS**

**Unit 1 Background and History of each Major Media**

**General Outcome:**

- 1.0 The student should be able to demonstrate an awareness of elements involved in the communication process.**

**Specific Measurable Learning Outcomes:**

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

- 1.1** Read with critical comprehension about the background and history of each major medium.
- 1.2** Write clearly and coherently about some aspect of the history of the major media.
- 1.3** Think creatively, logically, critically, and reflectively about the background and history of the major mass media.
- 1.4** Demonstrate and apply informational literacy to the background and history of each major medium.
- 1.5** Demonstrate and apply historical literacy to the background and history of each major medium.
- 1.6** Describe the major elements of interpersonal communications.
- 1.7** Describe the major elements of the mass communication process, and the effects on large, diverse audiences.
- 1.8** Identify significant communication types.
- 1.9** Identify their impact on people in the past, present and the future.



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**Unit 2 Development of Major Media**

**General Outcome:**

**2.0 The student should be able to trace the development of each major media.**

**Specific Measurable Learning Outcomes:**

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

**2.1** Trace the development of print media, news magazines and books.

**2.2** Trace the development of magazines.

**2.3** Trace the development of electronic broadcast media—radio, television, and know the role of the FCC.

**2.4** Trace the development of movies, advertisings and public relations and the recording industry.



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**Unit 3**

**General Outcome:**

**3.0 The student should** be able to identify media theories including models.

**Specific Measurable Learning Outcomes:**

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

**3.1** Recognize and explain historical theories.

**3.2** Recognize and explain contemporary theories.

**3.3** Relate theories to models and practices.

**3.4** See applications of these communications theories in Mass Media and how messages are construed by the public.



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**Unit 4 Forms, Functions and Audiences**

**General Outcome:**

**4.0 The student should be able to** identify the forms, functions and audiences relevant to each major medium, including the print, broadcast and movie industries.

**Specific Measurable Learning Outcomes:**

**Upon successful completion of this unit, the student shall be able to:**

**4.2** Describe forms, function and audience for print media.

**4.2** Describe forms, function and audience for broadcast media.

**4.3** Describe forms, function and audience for advertising, public relations and movies.

**4.4** Identify the business aspects of each and the purpose for producing a print, broadcast, advertising, or public relations product.



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**Unit 5 Auxiliary Media Services**

**General Outcome:**

**5.0 The student should be able to** identify major supplemental industries and businesses that provide auxiliary services to media.

**Specific Measurable Learning Outcomes:**

**Upon successful completion of this unit, the student shall be able to:**

**5.1** Recognize auxiliary media services used in print media.

**5.2** Recognize auxiliary services used in broadcast media.

**5.3** Recognize auxiliary services used in other media.

**5.4** Understand the legal ramifications of using auxiliary services to expand local coverage in news of any event and/or person.



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**Unit 6 Media's Role in Social Change**

**General Outcome:**

**6.0 The student should be able to** develop insight into the effects of media on the individual and on society and as whole.

**Specific Measurable Learning Outcomes:**

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

**6.1** Describe direct and indirect effects of each major media on the individual and on society.

**6.2** Discuss power and influence of media.

**6.3** Recognize media's role in social changes.

**6.4** Identify the role and effect of popular culture and relation to media consumption.

**6.5** Recognize media's responsibility to portray and/or depict images or programming or stories in a fashion that will not lead to dangerous emulation by children or adults.



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**Unit 7 Mass Media Industries and Responsibilities**

**General Outcome:**

**7.0 The student should be able to** understand the responsibilities and the restraints of the mass media industry.

**Specific Measurable Learning Outcomes:**

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

**7.1** Identify responsibilities of each of the mass media studied.

**7.2** Identify restraints which operate on each of the mass media studied.

**7.3** Relate restraints and responsibilities to the function and effect of each mass media.

**7.4** Identify what constitutes libel, slander, defamation of character vs. 1st Amendment to the Constitution.



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**Unit 8 Mass Media as a Profession**

**General Outcome:**

**8.0 The student should be** aware of the diversity of occupations within each of the mass media studied.

**Specific Measurable Learning Outcomes:**

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

- 8.1** Read with critical comprehension about the mass media as a profession.
- 8.2** Write clearly and coherently about some aspect of careers in the mass media.
- 8.3** Think creatively, logically, critically, and reflectively about the mass media as a profession.
- 8.4** Demonstrate and apply informational literacy to the mass media as a profession.
- 8.5** Describe the diversity of employment in each mass media.
- 8.6** Recognize structure and power management in each of the mass media studied.
- 8.7** Gain relevant information on careers and job possibilities.

**Special Student Projects:**

Submission of works for consideration by the college literary magazine.

Guest speakers.

Attending related literary events.