

Shasta College
Center for Business, Technology, Family & Consumer Sciences
JOURNALISM DEPARTMENT
SYLLABUS

<u>JOUR 21: Intro To Mass Communications</u> COURSE TITLE AND NUMBER	3 UNIT VALUE	<u>Spring 2009</u> SEMESTER/YEAR
<u>S7366</u> COURSE CODE		<u>Campus/Day</u> LOCATION/PROGRAM
<u>Craig Harrington</u> INSTRUCTOR'S NAME		OFFICE: 5009 TELEPHONE: 242-7729 E-mail: charrington@shastacollege.edu

Class Hours: 54 lecture, Wed/Fri 10:00-11:20 a.m.

CATALOG DESCRIPTION:

This course is designed principally as a survey of the mass media, including newspapers, magazines, radio, tele-vision, motion pictures, books, the internet and new technologies. The course will include study of mass communication theories, the effect of new technologies on society and the history of mass communication media. Students will research and analyze current mass media phenomena and will complete a group project in one of the areas.

TEACHING TECHNIQUES: Combination of lecture, discussion, debate, video, research paper or project.

COURSE OBJECTIVES:

Upon successful completion of this course, the student will be able to:

1. Identify the important historical moments in history of mankind's quest to communicate.
2. Discuss the significance, structure, characteristics and pervasiveness of mass media in society.
3. Examine, analyze and discuss relationships and dynamics of issues such as freedom of speech, privacy, freedom of access to information, freedom of the press and the various attempts by governments to deal with these issues.
4. Understand the function of mass media in issues related in #3 above, and to other issues.
5. Describe the process of communication and the role that mass media plays in the process.
6. Identify and explain the forces that shape and influence communication in our society, with a special emphasis on emerging technologies of mass media.

SUBJECT MATTER OUTLINE:

1. Introduction: (A) Importance of Mass Media for information, entertainment, persuasion and influence; (B) Economics of Mass Media, media conglomerates, positive and negative effects.
2. Forms of mass media: (A) Magazines and Newspapers, their histories, audience, newspaper chains, community newspapers, challenges of daily and weekly newspapers; (B) Records and Movies, their cultural influence, economics, censorship and artistic autonomy; (C) Radio, Television, and the Internet, history and impact, economics, structure

TEXT: Taking Sides: Clashing Views on Controversial Issues in Mass Media and Society by Allison Alexander and Jarice Hanson, Ninth Edition

ATTENDANCE: Attendance is essential.

DROPS: Dropping or withdrawing from this class is the student's responsibility.

Official notice from Shasta College: All students are responsible for being sure they are registered for any classes they are attending. Students wishing to drop a class or who are no longer attending a class are responsible for completing a drop form with the Admissions and Records Office or any Extended Education Center. It is not the faculty's responsibility to register or drop students from a class.

GRADING: 50% Class participation in panel sessions and discussions, 25% Quizzes, 25% Research project.

FINAL EXAM: The final is scheduled for Friday, May 22, 2009, 10:30am – 12:30pm

Accommodation for Disabled Students:

Shasta College offers students with disabilities numerous services accessed by referral from the DSPS Counselor. Students requesting accommodations must first be certified by the DSPS office. Call 225-3973 or visit the DSPS office in Room 2005 for further information.