



# North Central Michigan College

## Master Course Syllabus

### PART 1:

Course Name: Mass Media

Course Number: COM 105

Credit Hrs. 3                  Lecture Hrs. 3                  Lab Hrs. 0                  Clinical Hrs. 0                  Variable Hrs. 0

Total Hours of Instruction: 3                  Total Contact Hours: 52.8  
(Total Contact hour's formula: (lecture hrs. + lab hrs. + clinical hrs) x 17.6)

#### Course Description:

Introduces students to mass media, particularly U.S. mass media. The course emphasizes the information-gathering and content-dissemination activities of mass media for the understanding of how the media operates and how content decisions are made. The history, development, and current structure of the media are covered.

Prerequisite (s): None

Co-requisite (s): None

#### Course Objectives:

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

- Develop mass media literacy and explain the dynamics that affect the messages that they transmit.
- Examine each of the major mass media outlets: books, newspapers, magazines, sound recordings, movies, radio, television, and the Internet
- Describe the major content forms disseminated by the media to diverse audiences including: news, public relations, advertising, entertainment and media research.
- Describe the process of mass communication, media effects, the mass media and society, global mass media and governance, media law, and media ethics.

Reasonable accommodations can be provided for students with documented disabilities. Please contact Learning Support Services to arrange for these (231)348-6687 or (231)348-6817, Room 533 SCRC.



# North Central Michigan College

## Master Course Syllabus

### PART 2:

#### **Lumina DQP outcomes and linked course objectives**

(Please identify all Lumina DQP outcomes supported by this course, including the complete language of each outcome as shown on Part 3 of this syllabus. Under each Lumina DQP outcome, please list any course objectives that support the prior DQP outcome.)

Lumina DQP Outcome 1: Describes the scope and principal features of the field of study, citing at least some of its core theories and practices, and offers a similar explication of at least one related field.

- Develop mass media literacy and explain the dynamics that affect the messages that they transmit.
- Examine each of the major mass media outlets: books, newspapers, magazines, sound recordings, movies, radio, television, and the Internet
- Describe the major content forms disseminated by the media to diverse audiences including: news, public relations, advertising, entertainment and media research (with special attention to measuring the audience for mass messages).
- Describe the process of mass communication, media effects, the mass media and society, global mass media and governance, media law, and media ethics.

Lumina DQP Outcome 2: Illustrates contemporary terminology used in the field.

- Develop mass media literacy and explain the dynamics that affect the messages that they transmit.
- Examine each of the major mass media outlets: books, newspapers, magazines, sound recordings, movies, radio, television, and the Internet
- Describe the major content forms disseminated by the media to diverse audiences including: news, public relations, advertising, entertainment and media research (with special attention to measuring the audience for mass messages).
- Describe the process of mass communication, media effects, the mass media and society, global mass media and governance, media law, and media ethics.

Lumina DQP Outcome 5: Describes and examines a range of perspectives on key debates and their significance both within the field and in society.

- Examine each of the major mass media outlets: books, newspapers, magazines, sound recordings, movies, radio, television, and the Internet

Lumina DQP Outcome 7: Selects and applies recognized methods of the field in interpreting characteristic discipline-based problems.

- Describe the major content forms disseminated by the media to diverse audiences including: news, public relations, advertising, entertainment and media research (with special attention to measuring the audience for mass messages)

Lumina DQP Outcome 9: Describes the ways in which at least two disciplines define, address and interpret the importance of a contemporary challenge or problem in science, the arts, society, human services, economic life or technology.

- Describe the process of mass communication, media effects, the mass media and society, global mass media and governance, media law, and media ethics.

Lumina DQP Outcome 10: Identifies, categorizes and distinguishes among elements of ideas, concepts, theories and/or practical approaches to standard problems.

- Develop mass media literacy and explain the dynamics that affect the messages that they transmit.



# North Central Michigan College Master Course Syllabus

- Describe the major content forms disseminated by the media to diverse audiences including: news, public relations, advertising, entertainment and media research (with special attention to measuring the audience for mass messages).

Lumina DQP Outcome 12: Describes how knowledge from different cultural perspectives would affect his or her interpretations of prominent problems in politics, society, the arts and/or global relations.

- Describe the major content forms disseminated by the media to diverse audiences including: news, public relations, advertising, entertainment and media research (with special attention to measuring the audience for mass messages).



# North Central Michigan College Master Course Syllabus

## **Suggested Methods of Instruction:**

Lectures, class discussions, cooperative learning, guest speakers, field trips, on-campus lectures.

## **Suggested Methods of Assessment and Evaluation:**

Class participation, weekly media forums, class presentations, lab exercises, quizzes, team poster presentation, and exams

## **Adopted Text at Time of Course Adoption/Revision:**

“The Media of Mass Communication” by Vivian, J. (2011)

## **Topics Covered During the Semester:**

*Sequence of topics and time allowance are at the discretion of the instructor*

- Week 1: Mass Media Literacy
- Week 2: Media Technology
- Week 3: Media Economics
- Week 4: Ink on Paper
- Week 5: Sound Media
- Week 6: Motion Media
- Week 7: New Media Landscape
- Week 8: News
- Week 9: Entertainment
- Week 10: Public Relations
- Week 11: Advertising
- Week 12: Mass Audiences
- Week 13: Mass Media Effects
- Week 14: Media and Democracy/Globalization
- Week 15: Media Law/ Ethics
- Week 16: Final Research Project/Presentation/Exam

Section 1 & Section 2 approved by CRDAP on: 02/18/14

Section 2 approved by AD:

Date:

Section 2 approved by CRDAP Chair:

Date:



# North Central Michigan College Master Course Syllabus

## **PART 3:**

**Use this reference sheet in Part 2 of Master Course Syllabus**

### **Specialized Knowledge**

1. Describes the scope and principal features of the field of study, citing at least some of its core theories and practices, and offers a similar explication of at least one related field.
2. Illustrates contemporary terminology used in the field.
3. Generates substantially error-free products, reconstructions, data, juried exhibits or performances as appropriate to the field.

### **Broad Integrative Knowledge**

4. Describes how existing knowledge or practice is advanced, tested and revised
5. Describes and examines a range of perspectives on key debates and their significance both within the field and in society.
6. Illustrates core concepts of the field while executing analytical, practical or creative tasks.
7. Selects and applies recognized methods of the field in interpreting characteristic discipline-based problems.
8. Assembles evidence relevant to characteristic problems in the field, describes the significance of the evidence, and uses the evidence in analysis of these problems.
9. Describes the ways in which at least two disciplines define, address and interpret the importance of a contemporary challenge or problem in science, the arts, society, human services, economic life or technology.

### **Intellectual Skills – Analytic Inquiry**

10. Identifies, categorizes and distinguishes among elements of ideas, concepts, theories and/or practical approaches to standard problems.

### **Intellectual Skills – Use of Information Resources**

11. Identifies, categorizes, evaluates and cites multiple information resources necessary to engage in projects, papers or performance in his or her program.

### **Intellectual Skills – Engaging Diverse Perspectives**

12. Describes how knowledge from different cultural perspectives would affect his or her interpretations of prominent problems in politics, society, the arts and/or global relations.

### **Intellectual Skills – Communication Fluency**

13. Presents accurate calculations and symbolic operations, and explains how such calculations and operations are used in either his or her specific field of study or in interpreting social and economic trends.
14. Presents substantially error-free prose in both argumentative and narrative forms to general and specialized audiences.

### **Applied Learning**

15. Describes in writing at least one substantial case in which knowledge and skills acquired in academic settings are applied to a challenge in a non-academic setting; applies that learning to the question; and analyzes at least one significant concept or method related to his or her course of study in light of learning outside the classroom.
16. Locates, gathers and organizes evidence on an assigned research topic addressing a course-related question or a question of practice in a work or community setting; offers and examines competing hypotheses in answering the question.

### **Civic Learning**

17. Describes his or her own civic and cultural background, including its origins and development, assumptions, and predispositions.
18. Describes diverse positions, historical and contemporary, on selected democratic values or practices, and presents his or her own position on a specific problem where one or more of these values or practices are involved.
19. Takes an active role in a community context (work, service, co-curricular activities, etc.), and examines the civic issues encountered and the insights gained from the community experience.

The Degree Qualifications Profile was adopted by CRDAP: April 11, 2012