

# North Hennepin Community College

## COMM 1610: Introduction to Mass Communication

### A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: \*.\*

Lab Hours/Week: \*.\*

OJT Hours/Week: \*.\*

Prerequisites: None

Corequisites: None

MnTC Goals: Goal 01 - Communication, Goal 09 - Ethical/Civic Resp

This introductory course is intended to develop critical and analytical skills for understanding mass media; for recognizing messages, making deliberate choices about them, and evaluating the effects of these messages in both an individual and societal context. Students will examine the history, evolution, and societal impact of a wide variety of media, including print, film, and social media and will develop skills to make informed, ethical evaluations of the mediated messages they receive.

**B. COURSE EFFECTIVE DATES:** 08/27/2012 - Present

### C. OUTLINE OF MAJOR CONTENT AREAS

1. Topics covered: the communication process of mass media and how technological, social, political, and economic trends influence how messages are sent and received. The history, development, and current status of the various forms of mass media may be discussed, including print (books, newspapers, and magazines), audio (radio, phone), television, film, and the Internet. The course will also consider a number of political, legal, and ethical issues in areas such as public relations, advertising, consumer protection, regulation, privacy, and copyright.

### D. LEARNING OUTCOMES (General)

1. Critically evaluate mass media messages, applying theories of media analysis. (MnTC 1a, d, f, g, ELOs 1, 2)
2. Analyze/assess the various types of mediated communication and become more cognizant of daily choices and the connection between different forms of mediated communication and communicative behavior. (MnTC 1c, 2b, d, ELOs 3, 4)
3. Identify the societal and intercultural goals, methods, and histories of various mass media. (MnTC 1c, 2a, 9b, c, d, ELOs 1, 2)
4. Identify and develop strategies to become more ethical consumers of mediated communication both socially and professionally. (MnTC 1e, f, 9a, e, ELOs 3, 4)
5. Identify and assess the social and political regulation of various forms of mediated communication and connect these ideas to current and developing trends and issues in the use of mediated communication. (MnTC 2b, c, d, 9c, d, e, ELOs 1, 2)
6. Identify the components of various mass communication processes, including the influence of personal, social, and political agendas. (MnTC 1d, 2b, c, d, 9b, c, d ELOs 1, 3)
7. Apply analytic and critical thinking techniques to become more media literate, more conscious, and ethical consumers and creators of mediated communication, including but not limited to effective online self-presentation, selection of media appropriate to message content, and identification of bias in mediated messages. (MnTC 1a, d, f, g, 9a, e, ELOs 2, 3)

## **E. Minnesota Transfer Curriculum Goal Area(s) and Competencies**

### Goal 01 - Communication

1. Understand/demonstrate the writing and speaking processes through invention, organization, drafting, revision, editing and presentation.
2. Locate, evaluate, and synthesize in a responsible manner material from diverse sources and points of view.
3. Select appropriate communication choices for specific audiences.
4. Construct logical and coherent arguments.
5. Use authority, point-of-view, and individual voice and style in their writing and speaking.
6. Employ syntax and usage appropriate to academic disciplines and the professional world.

### Goal 09 - Ethical/Civic Resp

1. Examine, articulate, and apply their own ethical views.
2. Understand and apply core concepts (e.g. politics, rights and obligations, justice, liberty) to specific issues.
3. Analyze and reflect on the ethical dimensions of legal, social, and scientific issues.
4. Recognize the diversity of political motivations and interests of others.
5. Identify ways to exercise the rights and responsibilities of citizenship.

## **F. LEARNER OUTCOMES ASSESSMENT**

As noted on course syllabus

## **G. SPECIAL INFORMATION**

1. Knowledge of Human Cultures and the Physical and Natural World; Through study in the sciences, mathematics, social sciences, humanities, histories, languages, the arts, technology and professions.
2. Intellectual and Practical Skills; Including: Inquiry and analysis; Critical and creative thinking; Written and oral communication; Quantitative literacy; Information literacy; Teamwork and problem solving.
3. Personal and Social Responsibility and Engagement; Including: Civic knowledge and involvement; campus, local and global; Intercultural knowledge and competence; Ethical reasoning and action; Foundations and skills for
4. Integrative and Applied Learning; Including: Synthesis and advanced accomplishment across general education, liberal studies, specialized studies and activities in the broader campus community.