

MCOM 111
Introduction to Mass Communication
3 Credits

Community College of Baltimore County
Common Course Outline

Description

MCOM 111 – Introduction to Mass Communication: is a course that evaluates the impact of historical and emerging media as aesthetic art forms in the Humanities. Students explore how the media reflects and inspires cultural, political, and ethical norms, with emphasis on various storytelling techniques based on audience and method of delivery. Students examine the development of media from the earliest cave drawings to today's new media and the reliance of society on those modes of communication.

Co-requisites: ACLT 053 or (ESOL 052 and ESOL 054)

Overall Course Objectives

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

1. explain how Mass Communication relates to the creation of ideas in different formats that help us make sense of our lives and our world;
2. differentiate among media distribution systems (books, newspapers, magazines, recordings, radio, film, TV, graphic novels, and digital media) in terms of historical significance, audience, regulations, corporate structures, and career opportunities;
3. compare and contrast each of the various media delivery systems with specific attention to creating messages that target diverse audiences;
4. create messages using appropriate technology to a targeted audience such as a power point, blog post, podcast, or infographics;
5. analyze the evolution of the media industry;
6. differentiate the production styles and formats used in various forms of electronic media;
7. find, evaluate, use, and cite, resources to research media topics;
8. demonstrate appropriate use of vocabulary related to the media industry;
9. identify how media companies construct messages geared towards their audience;
10. analyze the impact of federal regulation on the media industry;
11. differentiate the media industry as a technically innovative business, a form of entertainment, and a consumer-service regulated enterprise;
12. identify economic implications of media in a global environment;
13. explain ethical implications of corporate policies about content, professional behavior, regulation, and distribution of technology; and
14. analyze their own perceptions of the content and delivery of media messages.

Major Topics

- I. History of mass media
 - a. Books

The Common Course Outline (CCO) determines the essential nature of each course.
For more information, see your professor's syllabus.

- b. Newspapers
- c. Magazines
- d. Recordings
- e. Radio
- f. Film
- g. Television
- h. Digital media
- II. Federal regulation of mass media
- III. Career opportunities in mass media
- IV. Convergence of technology and ownership in mass media
- V. Fields supporting mass media
 - a. Public relations
 - b. Advertising
- VI. Economic and social impact of media in global environment
- VII. Newsgathering
 - a. Social and political significance
 - b. Risks faced by people reporting the news
- VIII. Mass media and ethical implications
 - a. Access
 - b. Privacy
 - c. Responsibility
 - d. Professionalism
- IX. Analyzing media content and delivery
- X. Demographic analysis and analysis of diverse audiences

Course Requirements

Grading will be determined by the individual faculty member, but shall include the following, at minimum:

- active participation is a critical part of this course and is expected of all students
- two written examinations
- one individual oral presentation
- one project related to the planning and production of a media presentation
- project involving written and oral components, relating to media careers
- research assignment assessing at least 5 out of 7 General Education Outcomes, and worth at least 10% of the total course grade (750-1000 words)

Written assignments and research projects: Students are required to use appropriate academic resources in their research and cite sources according to the style selected by their professor.

Other Course Information

This course is an approved 3–credit General Education course in the Arts and Humanities. One or more assignments will infuse CCBC General Education Program outcomes and will account for a minimum of 10% of the total course grade. The assignment(s) will allow students to demonstrate at least 5 of the 7 General Education program outcomes.

Date Revised: 12/5/2023

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