

INTRO TO MASS COMMUNICATION

Semester No 4	MCF-111	Credit Hours 3 -0
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COURSE OBJECTIVES:

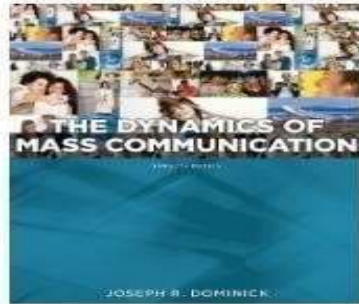
1. To increase students' knowledge and understanding of the mass communication process and the mass media industries.
2. To increase students' awareness of how they interact with those industries and with media content to create meaning.
To help students become more skilled and knowledgeable consumers of media content.
3. To develop students' understanding of the relationships among communication, mass
4. Communication, culture, and those who live in the culture.
5. To recognize trends in mass media, especially concentration of ownership and conglomeration,
6. globalization, audience fragmentation, public relations, hyper---commercialism, convergence and the move toward digital distribution of mass media product.

COURSE LEARNING OUTCOMES:

1. To understand the history and development of individual mass media technologies, and the industries and employment opportunities that have grown up around them.
2. To apply students' enhanced understanding of mass communication theory toward improving their own media literacy skills.
3. To demonstrate students' understanding of freedom, regulatory, and ethical issues as applied to both mass media industries and individual use of the mass media

PRESCRIBED TEXT:

1. The Dynamics of Mass Communication, 12th edition, by Joseph R. Dominick.
McGraw Hill, 2013.



2. Additional resources are available on the text's web site:
www.mhhe.com/dominick12e

PREREQUISITE:

NIL

COURSE DESCRIPTION:

This course is an examination of the effect and impact of mass media on contemporary life and society. The course covers both the historical evolution of media as well as contemporary developments and issues. Areas of coverage include, newspapers and journalism, magazine and book publishing, radio and television broadcasting, motion pictures, music recording, Internet and social media, cable and satellite communication, advertising and public relations; media law and ethics. Course work will include weekly chapter readings from the course text, quizzes, and regular participation in on-line discussion forums which will require writing and reflection.

Weekly breakdown of course contents is as follows:

WEEK	TOPICS	QUIZZES	ASSIGNMENTS
1-2	✚ Mass Communication overview & perspectives		01
3-4	✚ Media History ✚ The Internet & Social Media	01	01
5-6	✚ Newspapers & News Gathering		
7-8	✚ Magazine & Book Publishing	01	01
9	Mid-Term		
10-12	✚ Radio Broadcasting & The Music Industry		
13-14	✚ Motion Pictures & Television	01	
15-16	✚ Media Laws & Ethics	01	01
17	Revision		
18	END SEMESTER EXAMINATION		