

**SEWARD COUNTY COMMUNITY COLLEGE
COURSE SYLLABUS**

I. TITLE OF COURSE: JN1603 - Introduction to Mass Communications

II. COURSE DESCRIPTION: Three credit hours

Three credit hours of lecture and Zero credit hours of lab per week.

Introduction to Mass Communications will acquaint students with various media for communicating public information. The theory of mass communications, culture of media, Internet and gaming, sound, radio, TV/Cable, movies, newspapers, magazines, photojournalism, books/publishing, advertising, and public relations are emphasized.

Pre-requisite:

None

III. PROGRAM AND/OR DEPARTMENT MISSION STATEMENT:

Department Statement: The mission of the Humanities and Social Sciences is to foster an appreciation of the role that the humanities and social sciences has played in the evolution of civilized society and to explore the ways that an understanding of theory and practice in philosophy, the social and behavioral sciences, the fine arts, and written and oral expression will enable students to participate thoughtfully in a global society.

Program Statement: The journalism program of SCCC is dedicated to teaching students to competently and fairly report news in the student newspaper and online newspaper forums while learning life and career skills. The journalism program will present opportunities to learn skills in news writing, design, mass media, and photography. The journalism program will emphasize that ethics, accountability, and integrity are intrinsically tied to a responsible citizenry.

IV. TEXTBOOK AND MATERIALS:

Campbell, Richard, Christopher R. Martin, and Bettina Fabos. Media and Culture, Mass Communication in a Digital Age. 10th edition. Boston: Bedford/St. Martin's, 2015.

V. SCCC OUTCOMES:

III: Communicate their ideas clearly and proficiently in speaking, appropriately adjusting content and arrangement for varying audiences, purposes, and situations.

V: Demonstrate the ability to think critically by gathering facts, generating insights, analyzing data, and evaluating information

VI. COURSE OUTCOMES:

Outcomes are in accordance with the 2016 Kansas Core Outcomes Project:

1. Media Literacy

2. Impact of Media on Society
3. History of Media
4. Social Responsibility

VII. COURSE OUTLINE:

The following topics will be covered, including within each an historical perspective and discussion of current trends.

1. Role and theory of mass communications
2. Culture of media
3. Media effects/propaganda
4. Internet/gaming industry
5. Sound
6. Radio
7. TV/Cable
8. Movies
9. Newspapers
10. Magazines
11. Photojournalism
12. Book/publishing industry
13. Advertising
14. Public Relations

VIII. INSTRUCTIONAL METHODS:

1. Class lectures
2. Online course management system (Canvas)
3. Written and practical assignments
4. Class discussion and projects
5. Student presentation of Final Project
6. Examinations

IX. INSTRUCTIONAL AND RESOURCE MATERIALS:

1. Assigned textbook.
2. Resources provided in online course management system.
3. Individual project materials.
4. Industry resource materials.

X. METHODS OF ASSESSMENT:

Outcome 3:

1. Students will prepare and communicate a project (on a mass communications related topic approved by the instructor), which will be organized in five steps of critical thinking and presented orally to the class

Outcome 5:

1. Students will think critically in the completion of fake news assignments requiring extracting material from various media sources, and then presenting in writing an evaluative analysis and interpretation of material using the five steps of critical thinking.

2. Students will think critically in the completion of fake news assignments requiring

XI. ADA STATEMENT:

Under the Americans with Disabilities Act, Seward County Community College will make reasonable accommodations for students with documented disabilities. If you need support or assistance because of a disability, you may be eligible for academic accommodations. Students should identify themselves to the Dean of Students at 620-417-1106 or going to the Student Success Center in the Hobbie Academic building, room 149 A.

XII. CORE OUTCOMES PROJECT:

The learning outcomes and competencies detailed in this course outline or syllabus meet, or exceed the learning outcomes and competencies specified by the Kansas Core Outcomes Groups project for this course as approved by the Kansas Board of Regents
KRSN: COM1030

Syllabus Reviewed: 10/15/2018 16:02:31