

COM 201 - MASS COMMUNICATION AND CULTURE

Course Description

The course is designed to introduce the student to various perspectives on the analysis, evaluation and understanding of mediated communication in mass culture. The course is divided into two major parts. The first focuses on industrial-age theories of mass communication and culture. The second part is designed to give the student the necessary tools to make information-age adaptations to the explanatory/predictive models of the effects of mass communication and culture. The direct application of theories, critical thinking and analysis of communication having relevance to the student's individual career choice of life experience is stressed. Group 2 course.

Credit Hours

4

Contact Hours

4

Lecture Hours

4

Recommended Prerequisites or Skills Competencies

Placement into ENG 111, ENG 11/111, or successful completion of ENG 99/108.

General Education Outcomes supported by this course

Communications - Direct, Critical Thinking - Direct

Course Learning Outcomes

Knowledge:

- Identify five theories of the effects of mass communication.
- Identify four major philosophies of science/art that underlie most communication theories.
- Identify four specific communication theories, each of which is illustrative of one of the four philosophical perspectives.

Application:

- Apply four critical methods for the analysis and evaluation of instances of communication and culture.
- Create a communication model based on an analogy of their own choice that explains and illustrates some element of mass communication and culture.

Integration:

- Make direct applications of theories, critical thinking and analysis of communication having direct relevance to the student's individual career choice or life experience.

Human Dimension:

- Learn that mass communication fuels much human interaction within culture.

- Assess this interaction from a variety of perspectives.
- Appreciate individual differences.

Caring - Civic Learning:

- Learn multiple theories to explain a singular mass communication in culture event.
- Become more tolerant of others.

Learning How to Learn:

- Choose their own mass communication episodes to analyze and explain using course materials.
- Adapt course materials given the nature of their own life experiences and the experiences of others with whom they interact.