



Syllabus

COM 202 - Introduction to Mass Communication

General Information

Date March 29th, 2023
Department Visual and Performing Arts
Course Prefix COM
Course Number 202
Course Title Introduction to Mass Communication

Course Information

Catalog Description This course is designed to orient students to the field of Mass Communication and its impact and influence on their lives. Included is an overview of the field and discussion of the traditional mass media industries (newspapers, magazines, radio, television, movies and music) as well as new and emerging media. Regulations, responsibilities, convergence and the cultural impact of traditional and new media are discussed and evaluated

Credit Hours 3
Lecture Contact Hours 3
Lab Contact Hours 0
Other Contact Hours 0
Grading Scheme Letter

Prerequisites

None

Co-requisites

None

First Year Experience/Capstone Designation

This course is designated as satisfying the outcomes applicable for status as a Capstone Course

SUNY General Education

This course is designated as satisfying a requirement in the following SUNY Gen Ed category

None

FLCC Values

Institutional Learning Outcomes Addressed by the Course

None

Course Learning Outcomes

Course Learning Outcomes

1. Describe the history and development of mass media
2. Describe the various types of media, their characteristics and their purposes
3. Analyze constraints on the media
4. Describe the ethical considerations and responsibilities of the media and its consumers.
5. Analyze new and emerging technologies and their impact on traditional media, popular culture and themselves

Outline of Topics Covered

1. Media Theory and Economics
2. Books and Magazines
3. Newspapers
4. Radio and Recorded Music
5. Film
6. Television
7. Advertising
8. Public Relations
9. Internet
10. Media Ethics
11. New technologies and the Future of Mass Communication