

Course Information Form (CIF)

Course Code: COM 101 (IAI MC 911)

Course Title: Introduction to Mass Communication

Department: Arts, Media, and Social Sciences

Effective Date: Summer 2026

PCS Code: 1.1 - Baccalaureate/Transfer

CIP Code: 09.0102

Repeatability: 0

Credit Hours

Catalog Notation: 3-0-3

Credit Hour Distribution:

Lecture: 3

Lab: 0

Clinical: 0

Total: 3

General Course Information

Catalog Description

Provides an overview of the history, nature, functions, and responsibilities of the mass communication industries in a global environment with an emphasis on the media's role in American society.

General Course Objectives

To introduce students to the history, theory, effects, organization, and career opportunities of the mass communication industries.

Minimum Placement Levels

English	Reading	Math
Placement out of ENG 099	Placement out of CCS 099	None

Prerequisites

None

Recommended before enrolling (not required):

Credit or concurrent enrollment in ENG 101

Methods of Evaluation

A minimum of 4 research projects; other written assignments may be included per instructor. Midterm exam (or equivalent unit examinations) and final exam - written or a project - are also required.

Instructional Materials and Additional Supplies

Media Now: Understanding Media, Culture, and Technology, Joseph D. Straubhaar, Robert La Rose, and Lucinda Davenport. Current Edition. Cengage. (ebook)

Course Content

General Learning Outcomes (GLOs)

- Communication: Students will demonstrate the ability to read, write, listen, and speak effectively.
- Critical Thinking and Information Literacy: Students will demonstrate the ability to evaluate perspectives, evidence, and implications, and to locate, assess, and use information effectively.

Course Segments and Student Learning Outcomes

Course Segment	Learning Outcomes	Lecture Hours	Lab Hours	Clinical Hours
Mass Communication History, Theory, and Research	1. Demonstrate an understanding of the history and function of the mass media as well as the reciprocal influence of the media and contemporary society.	6	0	0
The Influence and Function of Media and Technology in Contemporary Society	1. Creatively apply communication theories to analyze the influence of mass communication systems on American society, including issues of media effects and media literacy.	6	0	0
The Role of Advertising and Public Relations in Mass Communication	1. Analyze representative research in mass communication. 2. Recognize and assess the historical development of various media forms.	6	0	0
The Development, Organization, Regulation, and Impact of the News Media	1. Distinguish media functions, usage, and impact: information, persuasion, entertainment, transmission of culture, organization, finance, and regulation in a global environment.	6	0	0
The Development, Organization, Regulation, and Impact of Print Media	1. Distinguish media functions, usage, and impact: information, persuasion, entertainment, transmission of culture, organization, finance, and regulation in a global environment.	6	0	0
The Development, Organization, Regulation, and Impact of Broadcast Media and the Internet	1. Distinguish media functions, usage, and impact: information, persuasion, entertainment, transmission of culture, organization, finance, and regulation in a global environment.	9	0	0
Legal and Ethical Media Issues	1. Analyze legal and ethical media issues.	6	0	0

Total Contact Hours

Lecture Hours	Lab Hours	Clinical Hours
45	0	0