

Course Code: COM 201

Course Title: Mass Media and Society

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

Analysis and critical examination of the role of mass media in society with a focus on the developments, impact, and influence of new media technologies on politics, economics, and culture.

General Course Objectives

To develop the ability to analyze, assess, and critically evaluate the mass media and its development and influence on society.

Minimum Placement Levels

English
Credit in ENG 101 with a grade
of C or higher

Reading
Placement out of CCS 098

Math
None

Prerequisites

None

Methods of Evaluation

At least 4 written assignments as determined by instructor including a minimum of 2 multiple-page papers and a minimum of 2 research projects; a midterm exam (or equivalent unit exams), and a final exam.

Instructional Materials and Additional Supplies

Media/Society, Images and Audiences, Croteau and Hoynes, Publisher: Sage (current edition).

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.
- Global Awareness and Cultural Reasoning: Students will demonstrate their understanding of global issues, gender and sexual orientation, and multicultural perspectives.

Course Segments and Student Learning Outcomes

Course Segment	Learning Outcomes	Lecture Hours	Lab Hours	Clinical Hours
Mass Communication Processes and Models	1. Recognize and use the language and models used in presenting media problems and proposed solutions.	5	0	0
Mass Communication Theories and Media Research	1. Examine and know the major mass communication theories related to media effects as well as the development and use of media research approaches.	10	0	0
The Cultural Impact of Mass Media	1. Analyze, assess, and critically evaluate media images and artifacts and their impact and influence on self, community, and the world.	10	0	0
The Global Impact of New Media Technologies	1. Examine and assess the uses and impact of new media technologies such as social networks, information dissemination, and entertainment on American and international communities.	6	0	0
Mass Communication Law and Ethics	1. Demonstrate an understanding of the basic judicial and regulatory agencies from a process perspective. 2. Understand and assess the ethical responsibilities of the mass media in contemporary society.	8	0	0
Journalism and Government	1. Recognize and discuss the complex relationship between media and government, including the major theories of the press, government secrecy and censorship, licensing, and regulatory pressures.	6	0	0

Total Contact Hours

Lecture Hours	Lab Hours	Clinical Hours
45	0	0