

## CUMBERLAND COUNTY COLLEGE

**Course: CO 101 Introduction to Mass Media**

**Credits: 3**

**Prerequisites**

EN060

**Description**

Mass Media is designed to introduce the student about the growth and development of modern mass media, including the press, the radio, film, television and new media delivery systems. Emphasis is placed on the relationship between the media and society. Students will examine the need for ethical standards and for regulations or self-regulations of those media that play such an enormous part in our lives.

**Learning Outcomes**

At the completion of this course, students should be able to:

- Explain the structures and processes of mass communication: print, broadcast and online media, and of public relations and advertising.
- Measure the accuracy of media by considering your own exposure to and perception of mass messages
- Describe the communication process
- Identify media functions
- Analyze media ethics
- Evaluate how media affects society

**Topical Outline**

- Print
- Radio
- Motion Pictures
- Film
- Television
- Advertising
- Public Relations
- Media Ethics
- Introduction to culture and Communication
- The Worldwide Web
- Social Media
- Legal Controls on the Media
- News Media

**Required Texts and Other Materials**

Sterin, J. Charles. Mass Media Revolution. with Online Communications 2nd ed.: Pearson, 2014.

### **Student Assessment**

Assessment will be accomplished through participation, papers, quizzes, journals, exams and presentations.

### **Academic Integrity**

Plagiarism is cheating. Plagiarism is presenting in written work, in public speaking, and in oral reports the ideas or exact words of someone else without proper documentation.

Whether the act of plagiarism is deliberate or accidental [ignorance of the proper rules for handling material is no excuse], plagiarism is, indeed, a “criminal” offense.

As such, a plagiarized paper or report automatically receives a grade of **ZERO** and the student may receive a grade of **F** for the semester at the discretion of the instructor.

### **Available Resources**

If you are having difficulty with work in this class, tutoring is available through the Success Center. If you think that you might have a learning disability, contact Project Assist at 856.691.8600, x1282 for information on assistance that can be provided to eligible students.

**(List availability of open labs and/or writing center)**

### **Before Withdrawing From This Course**

If a student experiences adverse circumstances while enrolled in this course and considers withdrawing, s/he should see an advisor (division or advisement center) BEFORE withdrawing from the class. A withdrawal may cause harmful repercussions to completion rate standards and overall GPA which can limit or eliminate future financial aid in addition to causing academic suspension.