

Bossier Parish Community College Master Syllabus

Course Prefix and Number:	COMM 170	Credit Hours: 3
Course Title:	Introduction to Mass Media	
Course Prerequisites:	None	
Textbook:	Hanson, Ralph E., <i>Mass Communication: Living in a Media World</i> . 8 th Edition.	

Course Description: This course covers the principles and practices of mass media, including newspapers, radio, television, advertising, public relations and the internet; provides a historical perspective; and covers the media's impact on society, politics, and culture. The Louisiana Statewide Common Course Catalog name and number for this course are CCOM 1113: Introduction to Mass Media.

Learning Outcomes:

At the end of this course the student will

- A. recall the history of Mass Media;
- B. correlate the connection between media history and media today
- C. view media critically
- D. identify jobs in chosen field of study and corresponding qualifications
- E. start a web portfolio for chosen field of study
- F. discuss history of Mass Media as it relates to chosen field of study

To achieve the learning outcomes, the student will

- 1. read and answer questions on the history of printing, the telegraph, and the influence photography, radio, television, the internet, cinema and digital media services has had on Mass Culture. (A, B,C)
- 2. Research types of career positions and the necessary skills and qualifications. (D)
- 3. create a skeleton digital portfolio(E, F)
- 4. write a resume and cover letter (E, F)

Course Requirements: This course requires attendance, class participation, assignments, exams, and projects as determined by the instructor.

Course Grading Scale:	90 – 100	A
	80 – 89	B
	70 – 79	C
	60 – 69	D
	0 – 59	F

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