

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:	Hilliard, Robert and Keith, Michael C. <i>The Broadcast Century and Beyond: A Biography of American Broadcasting</i> . 5 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.

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; and
- C. view media critically.

To achieve the learning outcomes, the student will

(The letter designations at the end of each statement refer to the learning outcome(s).)

1. read and answer questions on the history of printing, the telegraph, and the influence photography, radio, television, the internet, and digital media services has had on Mass Culture. (A, B)
2. write a critical essay reviewing a journal article that covers an aspect of U.S. broadcast history or a biography about a key individual in U.S. broadcast history. (A,B,C)
3. listen to one Old Time Radio (OTR) broadcast and one older Television News broadcast of the pioneers of the broadcasting industry, and write a critical review of each. (A,B,C)
4. review and summarize the content of subject related videos and industry specific website articles. (A,B,C)

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

Course Fees: \$20.00

Attendance Policy: The college attendance policy is available at <http://www.bpcc.edu/catalog/current/academicpolicies.html>

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