

## Bossier Parish Community College Master Syllabus

<b>Course Prefix and Number:</b>	COMM 170	<b>Credit Hours:</b> 3
<b>Course Title:</b>	Introduction to Mass Media	
<b>Course Prerequisites:</b>	None	
<b>Textbook:</b>	Hanson, Ralph E. <i>Mass Communication: Living in a Media World</i> . 9 <sup>th</sup> 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 U.S. broadcasts or a biography about a key individual in U.S. broadcast history. (A,B,C)
- 3. listen to one old radio broadcast and/or one older television program and write a critical review. (A,B,C)

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

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

**Course Fee:** None

## **Nondiscrimination Statement**

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### **COORDINATOR FOR SECTION 504 AND ADA**

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