

SYLLABUS
PART I
EDISON COMMUNITY COLLEGE
COM 221S MASS COMMUNICATION
3 CREDIT HOURS

COURSE DESCRIPTION

An introduction to the historical, cultural, and technological development of methods of mediated communication among large audiences.

COURSE GOALS

The student will:

Bloom's Level		
1	1. Describe the functions of media in world culture.	
1	2. Describe the historical development of mass communication media technologies.	
3	3. Relate mass media functions to audience responses.	
3	4. Apply governmental regulation and constitutional principles to the analysis of mass communication.	
1	5. Develop and apply a sound and consistent ethical perspective for mass communication.	
1	6. Identify the common career paths in contemporary mass communication and the means of pursuing them.	

CORE VALUES

The Core Values are a set of principles that guide in creating educational programs and environments at Edison. They include communication, ethics, critical thinking, human diversity, inquiry/respect for learning, and interpersonal skills/teamwork. The goals, objectives, and activities in this course will introduce/reinforce these Core Values whenever appropriate.

TOPIC OUTLINE

1. Mass communication, culture, and media literacy
2. Major forms of mass media and their historical development
3. Professions related to mass communication
4. Theories and effects of mass communication
5. Media regulation
6. Media ethics
7. Global media