

**Coffeyville Community College**

**COMM-101**

**COURSE SYLLABUS**

**FOR**

**INTRODUCTION TO MASS  
COMMUNICATIONS**

**Bethanie Frank**

**Instructor**

**COURSE NUMBER:** COMM-101 **COURSE TITLE:** Introduction to Mass Communications

**CREDIT HOURS:** 3

**INSTRUCTOR:** Bethanie Frank

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**OFFICE HOURS:** See schedule posted on office door

**PREREQUISITE(S):** None

**REQUIRED TEXT AND MATERIALS:** *Introduction to Mass Communication*, 2<sup>nd</sup> ed, Stanley J. Baran, 2002

**COURSE DESCRIPTION:** Introduction to Mass Communications is a three credit hour course dealing with the history and development of print and electronic media, including newspapers, magazines, radio, and television. The class will consist of lecture from the required text and videotape presentations dealing with various forms of Mass Communications.

**EXPECTED LEARNER OUTCOMES:** Upon completion of this course, the student should be able to:

1. Understand basic communication in an information society
2. Summarize the importance of mass communication theory
3. Identify media effects
4. Explain the significance of books on our society
5. List major developments in magazine
6. Identify key developments in newspaper history
7. Outline the historical development of the motion picture industry
8. Diagram the historical development of radio
9. Identify key developments in the recording industry
10. Diagram the development of television
11. Identify the new electronic communication processes

**LEARNING TASKS & ACTIVITIES:** This course consists of lecture and discussion from the required

text and videotape presentations on the various Mass Communications. Handouts will be given to reinforce the lecture material and help prepare the student for unit tests.

Unit I        Chapters 1-3  
Unit II        Chapters 4-5  
Unit III       Chapters 6-7  
Unit IV        Chapters 8-9  
Comprehensive Final Chapters 1-9

**ASSESSMENT OF  
OUTCOMES:**

Grading Scale:  
100-90% = A  
89-80% = B  
79-70% = C  
69-60% = D  
59- 0% = F

Incompletes given at the semester will only be given if previously agreed upon by the student and instructor with a specific time designated for the completion of the incomplete work. Please note the college's policy on incompletes as stated in the college catalog.

Extra credit is not assigned in this course.

Tests must be taken on the scheduled day. Only if arrangements are made with the instructor prior to the original test date will a student be allowed to take a test late, and then it must be taken before the next class period following the test.

**ATTENDANCE  
POLICY:**

Students are expected to attend class each day. Regular class attendance is necessary for maximum success in college. This is particularly important in a lecture format class, since lecture material is test material. It is the responsibility of the student to make definite arrangements for all work before going on field trips or other college-sponsored trips. School-sponsored activities will be counted as excused absences providing the student completes all necessary assignments as designated by the instructor and the activity sponsor notifies the instructor at least three days prior to the day(s) the student will be absent. Excused absences are reserved for school-sponsored events arranged in advance, family emergencies, or sickness. No make-up work is allowed. Each student has 100 attendance points, from which 10 points will be deducted for each **unexcused** absence. A student may be withdrawn from any class for excessive absences. See Attendance

Policy in the College Catalog.

Late work will not be accepted.

**STUDENT STATUS:**

If a student has been dismissed from school by the administration for any reason, that student will not be allowed to complete the class. The student will be assigned a failing grade, and missed class assignments, lectures, and tests cannot be made up. If a student is dismissed from school prior to the deadline to drop a class, a student can drop the class.

## COMPETENCIES:

### UNDERSTAND BASIC COMMUNICATION IN AN INFORMATION SOCIETY

1. Define mass media. (Knowledge)
2. Identify different types of mass media. (Knowledge)
3. Name the eras of mass communication. (Knowledge)
4. Compare the results of various national surveys about mass communications. (Evaluation)

### SUMMARIZE THE IMPORTANCE OF MASS COMMUNICATION THEORY

1. Define Mass Communications. (Knowledge)
2. List the functions of mass media. (Knowledge)
3. Summarize the following theories: (Comprehension)
  - a. Play Theory
  - b. Lasswells Model for Communication
  - c. Selective Perception
4. Defend the statement, "The greater our need to belong, to understand, and to cope, the more we rely on media." (Comprehension)
5. Define communication. (Knowledge)
6. Compare a theory and a law (Evaluation)
7. Define a medium in mass communication (Knowledge)

### IDENTIFY MEDIA EFFECTS

1. Summarize the following theories: (Evaluation)
  - a. Hypodermic Theory
  - b. Selective Attention
  - c. Powerful Effects Model
  - d. Selective Retention
  - e. Agenda Setting
  - f. Cultivation Theory
  - g. Social Learning Theory
2. Defend the definition of pornography. (Comprehension)
3. Explain the effects of mass media on the public health. (Comprehension)
4. Identify the trend in research of media violence. (Knowledge)
5. Define opinion leader. (Knowledge)
6. State the representation of minorities in media. (Knowledge)
7. Explain the type of research done on "Sesame Street." (Comprehension)

### EXPLAIN THE SIGNIFICANCE OF BOOKS ON OUR SOCIETY

1. List and identify the four types of books. (Knowledge)

2. Summarize Johann Gutenberg's accomplishments. (Comprehension)
3. Identify the first book printed with moveable type. (Knowledge)
4. Explain why books are produced in conjunction with a movie or a TV mini-series. (Comprehension)
5. Identify the most popular best seller's lists. (Knowledge)
6. State how much Americans spend for books per year. (Knowledge)
7. Define perfect binding. (Knowledge)
8. State how many adult Americans are illiterate today. (Knowledge)
9. Describe the codex system. (Knowledge)
10. Explain the time period of the Commercialization of Literature. (Comprehension)
11. Outline the book screening process. (Knowledge)

LIST MAJOR DEVELOPMENTS IN MAGAZINE
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1. Identify today's magazine audience. (Knowledge)
2. Name the first American magazine. (Knowledge)
3. Name the first magazine to go under from TV'S impact. (Knowledge)
4. State the type of magazines that are sold primarily at newsstands. (Knowledge)
5. Identify the amount of time the average monthly magazine is prepared in advance. (Knowledge)
6. Identify a magazine that has no advertising. (Knowledge)
7. Name the first publication classified as a magazine. (Knowledge)
8. Identify the largest circulated journal in the world. (Knowledge)
9. Name the two characteristics shared by all magazines. (Knowledge)
10. Name the first magazine to let advertisers carry the financial burden. (Knowledge)
11. Identify the importance of TV Guide. (Knowledge)
12. State the average price a magazine costs a publisher. (Knowledge)
13. State the average annual income of a free-lance writer/author. (Knowledge)

IDENTIFY KEY DEVELOPMENTS IN NEWSPAPER HISTORY
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1. Explain where most people today get their news. (Comprehension)
2. Explain why newspapers originally catered to specific audiences. (Comprehension)
3. List the eras of newspaper publication. (Knowledge)
4. Identify the key newspapers and publishers in each era. (Knowledge)
5. Define newshole. (Knowledge)
6. Outline how yellow journalism got its name. (Analysis and Knowledge)
7. Name the publisher who started the penny press. (Knowledge)
8. Characterize the jazz journalism era. (Evaluation)
9. Name the first black newspaper. (Knowledge)
10. Explain the success of USA Today. (Comprehension)
11. Identify the forerunner to the modern newspaper. (Knowledge)
12. Name the first English newspaper. (Knowledge)
13. Name the first American newspaper. (Knowledge)
14. Name the first regularly published American newspaper. (Knowledge)

15. Describe prior restraint and name its founder. (Knowledge)
16. Define seditious libel. (Knowledge)
17. Name the publisher who got freedom from prior restraint. (Knowledge)
18. Explain John Zengers importance in newspaper history. (Comprehension)
19. Identify the change in the a.m. to p.m. papers. (Knowledge)
20. Identify the number of newspapers owned by chains or groups. (Knowledge)
21. Identify the First Amendment to the Constitution. (Knowledge)
22. Differentiate between hard and soft news. (Analysis)

<p>OUTLINE THE HISTORICAL DEVELOPMENT OF THE MOTION PICTURE INDUSTRY</p>
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1. Describe the two things that film is based on. (Knowledge)
2. Name the man who deserves the credit for developing the motion picture industry, but forgot to get patents. (Knowledge)
3. Name the man who developed flexible film. (Knowledge)
4. Name the first film to tell a complete story. (Knowledge)
5. Name the first true movie theatre. (Knowledge)
6. Explain how the movie studios in Hollywood were formed. (Comprehension)
7. Describe the controversy of the 1915 film Birth of a Nation. (Knowledge)
8. Explain the practice of block booking. (Comprehension)
9. Define the star system. (Knowledge)
10. Name the first feature-length talking movie. (Knowledge)
11. Name the first color film, (Knowledge)
12. Point out the purposes and the result of the 1948 Supreme Court case, U.S. vs. Paramount Pictures. (Analysis)
13. Define blacklisting. (Knowledge)
14. State the amount the typical film must recover to show a profit. (Knowledge)
15. Explain the current rating system for films. (Comprehension)
16. Explain how theaters make their profit. (Comprehension)
17. Identify who rates a film. (Knowledge)
18. List the ratings. (Knowledge)
19. Explain the appeals process. (Comprehension)
20. Identify films that brought about the PG-13 rating in 1984. (Knowledge)
21. Name the award given to actors, actresses, writers, and producers at the annual Academy Awards. (Knowledge)
22. Define star system. (Knowledge)
23. Name the famous silent movie giant known for slapstick. (Knowledge)
24. Explain the importance of Edwin S. Porter. (Comprehension)
25. Define blind bidding. (Knowledge)

<p>DIAGRAM THE HISTORICAL DEVELOPMENT OF RADIO</p>
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1. State the percent of U.S. homes with radios. (Knowledge)
2. Explain Marconi's importance in radio history. (Comprehension)
3. Name the inventor of the audio tube. (Knowledge)

4. List the companies that formed RCA. (Knowledge)
5. Describe the life of David Sarnoff and list his accomplishments. (Knowledge)
6. Summarize the formation of NBC's Red and Blue Networks. (Comprehension)
7. Name the president of CBS. (Knowledge)
8. Summarize the Radio Act of 1912. (Comprehension)
9. Summarize the Radio Act of 1927. (Comprehension)
10. Summarize the Communication Act of 1934. (Comprehension)
11. Describe the events of Halloween night 1938. (Knowledge)
12. Name radio's first anchorman. (Knowledge)
13. Name the most famous radio war correspondent. (Knowledge)
14. Explain the events that lead to the formation of ABC. (Comprehension)
15. Identify the developer of FM radio. (Knowledge)
16. Explain the Payola Scandal. (Comprehension)
17. Explain public radio's biggest problem. (Comprehension)
18. State how much time per day the average American listens to the radio. (Knowledge)
19. Identify what the most successful radio talk show hosts focus on during their conversations. (Knowledge)
20. Explain how radio stations choose their formats. (Comprehension)
21. Explain what portion advertisers provide to a radio station's income. (Comprehension)
22. Identify how much the U.S. supports public broadcasting per person. (Knowledge)
23. Identify the most popular format among U.S. radio stations. (Knowledge)
24. Name the benefits of DAB. (Knowledge)
25. Identify the time period of radio's largest audience. (Knowledge)
26. Explain the importance of KROQ in Pasadena. (Comprehension)

<b>IDENTIFY KEY DEVELOPMENTS IN THE RECORDING INDUSTRY</b>
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1. Name Thomas Edison's invention. (Knowledge)
2. Describe the graphophone. (Knowledge)
3. Describe the gramophone. (Knowledge)
4. Identify the vocalist whose success brought about royalty companies, such as BMI. (Knowledge)
5. Compare the amount of sales needed for a record to reach Gold status vs. Platinum status. (Evaluation)
6. State the amount of pop albums released that never make a profit. (Knowledge)
7. Explain the function of a rack jobber. (Comprehension)
8. Describe the life of Alan Free. (Knowledge)
9. Describe the importance of MTV. (Knowledge)
10. Define broadsides. (Knowledge)
11. Define phonograph. (Knowledge)
12. Explain the significance of Sam Phillips and his Sun Records Studio. (Comprehension)
13. Identify America's fastest growing music category. (Knowledge)

## DIAGRAM THE DEVELOPMENT OF TELEVISION

1. State the percentage of U.S. homes with television sets. (Knowledge)
2. State the number of hours the average American watches TV. (Knowledge)
3. Estimate the average cost of a prime-time network commercial. (Comprehension)
4. Name the American physicist who patented an all-electronic television system in 1923. (Knowledge)
5. State the industry standard for television broadcasts. (Knowledge)
6. Summarize the Mayflower decision. (Comprehension)
7. Identify the first television show filmed live in Hollywood. (Knowledge)
8. Explain the controversy in the development of color television. (Comprehension)
9. Name the independent network that competed against NBC, CBS, & ABC in the early 1950's. (Knowledge)
10. Define an affiliate. (Knowledge)
11. Name the system created by the Carnegie Commission Report. (Knowledge)
12. Identify the main problem of Public Television. (Knowledge)
13. Identify who ratings benefit. (Knowledge)
14. Name the rating company. (Knowledge)
15. Outline the functions of a meter. (Knowledge)
16. Identify advantages and disadvantages of meters. (Knowledge)
17. Define a rating. (Knowledge)
18. Define a share. (Knowledge)
19. Name the most crucial figure in ratings. (Knowledge)
20. List the factors that negatively affect the rating process. (Knowledge)
21. Define sweeps weeks. (Knowledge)
22. Define black weeks. (Knowledge)
23. Define pilot. (Knowledge)
24. List the accomplishment of Ted Turner. (Knowledge)
25. Compare the amount of advertising revenue produced by television to the amount generated by newspapers. (Evaluation)

## IDENTIFY THE NEW ELECTRONIC COMMUNICATION PROCESSES

1. Describe subscription television. (Knowledge)
2. Describe low-power television. (Knowledge)
3. Define the teletext system. (Knowledge)
4. State the optimum height of a communication satellite orbiting over the earth. (Knowledge)
5. List 5 drawbacks to using satellites. (Knowledge)
6. Describe SYNCOM. (Knowledge)
7. Explain when cable television was first introduced. (Comprehension)
8. Define multimedia. (Knowledge)

**This syllabus is subject to revision with prior notification to the student by the instructor.**