

**Coffeyville Community College**

**COMM-101**

**COURSE SYLLABUS**

**FOR**

**INTRODUCTION TO MASS  
COMMUNICATION**

**Billy Durham, Jr.**

**Instructor**

**(On-Line)**

COURSE TITLE: Introduction to Mass Communication

COURSE NUMBER: COMM 101 OL

CREDIT HOURS: Three

INSTRUCTOR: Billy Durham, Jr.

OFFICE LOCATION: Administration Building, Room 173

OFFICE HOURS: Monday – Friday 1:00 – 4:00  
Appointments as necessary  
Phone: 620-251-7700 ext. 2108  
Studio ext. – 2110

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REQUIRED TEXT: The Dynamics of Mass Communication  
By Joseph R. Dominick

PREREQUISITE None

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. This course will be offered as an on-line course

EXPECTED LEARNER OUTCOMES: Upon successful completion of the course the student will 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 notes and/or powerpoint slides that are posted by the instructor on the course homepage. There will also be discussion questions posted which requires student participation. Practice tests for each chapter will be posted to help prepare the student for the unit exams.

**ASSESSMENT OF  
OUTCOMES:**

- 100 – 90% - A
- 89 – 80% - B
- 79 – 70% - C
- 69 – 60% - D
- 59 - 0% - F

Incompletes given at the semester end 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 policy on incompletes as stated in the college catalog.

**Tests must be taken by the scheduled day listed on the course calendar.**

A student's final grade will be based on the following:

1. Five Unit Exams worth 100 points each.
2. Participation in each chapter discussion topics
3. Final Exam worth 100 points.

Course Outline  
Schedule

<b>Week</b>	<b>Chapter</b>
1	1 – Communication: Mass and Other Forms
2	2- Perspectives on Mass Communication
3	3 – Historical and Cultural Context
4	4 - Newspapers
5	5 – Magazines
6	6 - Books
7	7 - Radio
8	8 – Sound Recording
9	9 – Motion Pictures
10	10 - Television
11	11 – The Internet and the World Wide Web
12	12 – News Gathering and Reporting
13	13 – Public Relations
14	14 - Advertising
15	15 – Formal Controls: Laws, Rules, Regulations 16 – Ethics and Other Informal Controls
16	Final Exam

## Introduction to Mass Communication COURSE 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 communication. (Evaluation)

### Summarize The Importance Of Mass Communication Theory

1. Define Mass Communications. (Knowledge)
2. List the functions of mass media. (Knowledge)
3. Define communication (Knowledge)
4. Compare a theory and a law. (Evaluation)
5. Define a medium in mass communication. (Knowledge)

### Identify key developments in newspaper history

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. Name the first English newspaper. (Knowledge)
5. Name the first American newspaper. (Knowledge)
6. Name the first regularly published American newspaper. (Knowledge)

### List major developments of magazines

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 largest circulated journal in the world. (Knowledge)

### Explain the significance of books in 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. List four features of books. (Knowledge)
5. Identify what is meant by pixels vs. print. (Knowledge)

Diagram the historical development of radio

1. State the percent of U.S. homes with radios. (Knowledge)
2. Explain Marconi's importance in radio history. (Comprehension)
3. List three features of radio. (Knowledge)
4. Explain the radio production process. (Comprehension)
5. Explain the difference between ratings and shares. (Comprehension)

Identify key developments in the recording industry

1. Name Thomas Edison's invention. (Knowledge)
2. Describe the graphophone. (Knowledge)
3. Describe the gramophone. (Knowledge)
4. List three examples of recording formats. (Knowledge)
5. Explain the purpose of Billboard charts. (Comprehension)

Diagram the development of television

1. State the percentage of U.S. homes with television sets. (Knowledge)
2. Explain what is meant by the "Golden Age of Television". (Comprehension)
3. Define an affiliate. (Knowledge)
4. List three features of television. (Knowledge)
5. Define a rating. (Knowledge)
6. Define a share. (Knowledge)
7. Define sweeps weeks. (Knowledge)
8. Define pilot. (Knowledge)

Diagram the development of the World Wide Web

1. Explain what is meant by Arpanet. (Comprehension)
2. Explain what is meant by newsgroups. (Comprehension)
3. Define broadband. (Knowledge)
4. List three examples of e-commerce. (Knowledge)
5. List two examples of feedback on the World Wide Web. (Knowledge)

Identify key developments in the advertising industry

1. List the types of advertising. (Knowledge)
2. Give an example of an advertising campaign. (Knowledge)
3. Give an example of an entry level position in advertising. (Knowledge)

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