



**COWLEY COLLEGE
& Area Vocational Technical School**

COURSE PROCEDURE FOR

**MASS MEDIA AND SOCIETY
MCM2411 3 Credit Hours**

Student Level:

This course is open to students on the college level in either the Freshman or Sophomore year.

Catalog Description:

**MCM 2411 MASS MEDIA AND SOCIETY (3 hrs)
[KRSN COM1030]**

This course is intended for both mass communication majors and students who are taking the class as an elective. The class studies various media for communicating information, entertainment, and persuasion. Overviews are provided for newspapers, magazines, radio, television, Internet, movies, books, sound recording, advertising, and public relations.

Prerequisites:

None

Controlling Purpose:

The class studies various media for communicating information, entertainment, and persuasion. Overviews are provided for newspapers, magazines, books, radio, television, Internet, sound recording, movies, advertising and public relations. This course will emphasize the methodology of print media, electronic media, public relations, advertising, and media research. It is intended for Mass Communications majors and students who are taking the class as an elective.

Learner Outcomes:

Upon completion of this course, the student will develop an overall perspective of mass communication and the multiple media in American society. The student will gain knowledge in the resources and tools available to people in the media and how these are used to communicate.

Units Outcomes and Criterion Based Evaluation Key for Core Content:

The following outline defines the minimum core content not including the final examination period. Instructors may add other material as time allows.

Evaluation Key:

- A = All major and minor goals have been achieved and the achievement level is considerably above the minimum required for doing more advanced work in the same field.
- B = All major goals have been achieved, but the student has failed to achieve some of the less important goals. However, the student has progressed to the point where the goals of work at the next level can be easily achieved.
- C = All major goals have been achieved, but many of the minor goals have not been achieved. In this grade range, the minimum level of proficiency represents a person who has achieved the major goals to the minimum amount of preparation necessary for taking more advanced work in the same field, but without any major handicap of inadequacy in his background.
- D = A few of the major goals have been achieved, but the student's achievement is so limited that he is not well prepared to work at a more advanced level in the same field.
- F = Failing, will be computed in GPA and hours attempted.
- N = No instruction or training in this area.

UNIT 1: THE BASICS						
Outcomes: Students classify the primary mass media and identify the ways they generate content and revenue.						
A	B	C	D	F	N	Specific Competencies
						Demonstrate the ability to:
						Identify the main print, electronic and chemical media.
						Distinguish content for persuasion, entertainment and information.
						Explain how conglomeration has affected American media.
						Explain the recent trend of specialization in media.

UNIT 2: PRINT MEDIA

Outcomes: Students will demonstrate an understanding of traditions and trends for the three traditional print media: books, newspapers and magazines.

A	B	C	D	F	N	Specific Competencies
						Demonstrate the ability to:
						Develop information-gathering skills such as background research.
						Examine methods and practices of magazines and newspapers in their treatment and presentation of information.
						Generate ideas and content for a hypothetical magazine.
						Identify the cultural influence and amount of readership for books, newspapers and magazines.

UNIT 3: ELECTRONIC MEDIA

Outcomes: Student will demonstrate an understanding of the primary forms of electronic media: radio, television, movies, sound recording, and Internet.

A	B	C	D	F	N	Specific Competencies
						Demonstrate the ability to:
						Analyze the trend toward convergence of electronic media into a single digital format.
						Identify key developments in the evolution of radio, sound recording, television, movies and Internet.
						Analyze electronic media's approach to news compared to print media.
						Develop predictions about future content and delivery methods of electronic media.

UNIT 4: PUBLIC RELATIONS AND ADVERTISING

Outcomes: Student will demonstrate an understanding of the role that public relations and advertising can play in shaping audience attitudes and influencing consumers.

A	B	C	D	F	N	Specific Competencies
						Demonstrate the ability to:
						Analyze public relations as a tool and its effects on the public.
						Identify differences between public relations and advertising.
						Develop a rough draft for a PR and advertising campaign for a specified entity.
						Analyze the effectiveness of media advertising in targeting American consumers.
						Analyze the economic foundation of advertising in American media compared to other countries.

UNIT 5: RESEARCH, ETHICS AND LAW

Outcomes: Student will demonstrate an understanding of media law and accepted ethical practices.

A	B	C	D	F	N	Specific Competencies
						Demonstrate the ability to:
						Identify topics and debate relevant to current media issues.
						Understand the First Amendment to the Constitution and limits on First Amendment rights, including libel and invasion of privacy.
						Identify content that may be permissible according to media law but not ethical according to professional standards.

Projects Required:

Print Media proposal

Advertising & Public Relations campaign

Research, Ethics and Law decision-based paper

Commercial

Final presentation on web-based media business

Textbook:

Rev. 6/8/2016

DISCLAIMER: THIS INFORMATION IS SUBJECT TO CHANGE. FOR THE OFFICIAL COURSE PROCEDURE CONTACT ACADEMIC AFFAIRS.

Contact Bookstore for current textbook.

Materials/Equipment Required:

Attendance Policy:

Students should adhere to the attendance policy outlined by the instructor in the course syllabus.

Grading Policy:

The grading policy will be outlined by the instructor in the course syllabus.

Maximum class size:

15 students

Course Time Frame:

The U.S. Department of Education, Higher Learning Commission and the Kansas Board of Regents define credit hour and have specific regulations that the college must follow when developing, teaching and assessing the educational aspects of the college. A credit hour is an amount of work represented in intended learning outcomes and verified by evidence of student achievement that is an institutionally-established equivalency that reasonably approximates not less than one hour of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work for approximately fifteen weeks for one semester hour of credit or an equivalent amount of work over a different amount of time. The number of semester hours of credit allowed for each distance education or blended hybrid courses shall be assigned by the college based on the amount of time needed to achieve the same course outcomes in a purely face-to-face format.

Refer to the following policies:

[402.00 Academic Code of Conduct](#)

[263.00 Student Appeal of Course Grades](#)

[403.00 Student Code of Conduct](#)

Disability Services Program:

Cowley College, in recognition of state and federal laws, will accommodate a student with a documented disability. If a student has a disability which may impact work in this class which requires accommodations, contact the Disability Services Coordinator.