

# Course Abstract

*If you need accommodations due to a disability, contact Disability Services in Edison Hall Room 100, 732.906.2546.*

*To foster a productive learning environment, the College requires that all students adhere to the Code of Student Conduct which is published in the college catalog and website.*

**Course ID and Name:** COM 121 Mass Communication Study

**Department:** Visual Performing Media Arts

Chairperson: Annie Hogan

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**Prerequisites:** COM 105

**Co-requisites:** N/A

## Course Description:

A survey of the institutions, history and technology of the mass communication media, concentrating on radio, television, film and other electronic and print media forms. Topics include the growth of print and electronic media and the relationship among government, media and the public, including the social responsibility and ethics of mass communication

## General Education Status:

**Credits:**

**Lecture Hours:**

**Lab Hours:**

3

3

0

## Learning Outcomes:

1. Evaluate the relationship among government, media, and the public in a free society.
2. Scrutinize the use of media in an evolving and diverse society.
3. Describe the impact of advancing technology on mass media.
4. Recognize and analyze the communicative power of images in print, film, video, and TV.
5. Describe and explain the role of social responsibility and ethics in mass communication.

## **Course Content Areas:**

- 1. Examine important mass communication theories/theorists, including: Marshall McLuhan, Neil Postman, Noelle-Neumann's Spiral of Silence theory, Bandura's Social Learning theory, etc.**
- 2. Aesthetics in media productions, and their meaning to the audience.**
- 3. The concept of individualism and its evolution in our society (as mass media has become pervasive).**
- 4. Global homogenization, and U.S. popular media.**
- 5. Mass media's impact on our democratic society (Knowledge Gap hypothesis).**
- 6. Television/movies and their effect on children.**
- 7. Obscenity and its changing definition in our age of new media.**
- 8. New media technologies and their effect on our society.**
- 9. Televised violence (Cultivation theory) and whether it causes/correlates to "real" violence in our society.**
- 10. The growth of Ethnic media.**