

# MJS-1010: PRINCIPLES OF MEDIA AND COMMUNICATIONS

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## Cuyahoga Community College

**Viewing: MJS-1010 : Principles of Media and Communications**

**Board of Trustees:**

June 2017

**Academic Term:**

Spring 2021

**Subject Code**

MJS - Media and Journalism Studies

**Course Number:**

1010

**Title:**

Principles of Media and Communications

**Catalog Description:**

Introduce communication and media, and critically examine the roles that communication and media play in everyday life. Explore communication principles, theories, and practical skills vital for becoming effective communicators in a variety of contexts.

**Credit Hour(s):**

3

**Lecture Hour(s):**

3

## Requisites

**Prerequisite and Corequisite**

ENG-1010 College Composition I or concurrent enrollment.

## Outcomes

**Course Outcome(s):**

Discuss newspaper, radio, television, and Internet/digital journalism and media issues in America, and the role of media in American culture, democracy and society.

**Essential Learning Outcome Mapping:**

Civic Responsibility: Analyze the results of actions and inactions with the likely effects on the larger local and/or global communities.

**Objective(s):**

1. Trace the historical development of the various types of mass media.
2. Distinguish between various theoretical constructs concerning various mass media.
3. Identify professions in the field of mass media.
4. Distinguish between various theoretical constructs concerning various mass media.
5. Identify and describe the various types of mass media, and the role they have played in American culture.
6. Discuss the evolving and growing role of the Internet with mass media.
7. Discuss the impact of social media on mass media.
8. Discuss video gaming and how the gaming culture is transforming learning and living.
9. Discuss legal and ethical issues related to mass media.
10. Identify and describe the various types of mass media and the role they have played in American culture.

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**Course Outcome(s):**

Research and write about media issues, and develop media literacy.

**Objective(s):**

1. Explain the various practical applications of mass media.
2. Define selected mass media concepts/keywords and provide examples of how the concept applies to their own lives or the world around them in writing.

3. Evaluate the objectivity and reliability of various types of source information, including interpersonal communications, public communications, and media communications.
  4. Determine accuracy and or/inaccuracy of various types of source information, including interpersonal communications, public communications, and media communications.
  5. Identify the underlying message of various types of source information, including interpersonal communications, public communications, and media communications.
  6. Discuss aloud and in written format the effects of various mass media on American and global societies.
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**Methods of Evaluation:**

1. Participation in class lectures
2. Two media awareness assignments
3. Essay and multiple choice examinations

**Course Content Outline:**

1. Communication Process
  - a. Verbal Communication
  - b. Non-verbal Communication
2. Communication with others
  - a. Self-concept
  - b. Perception
  - c. Interpersonal relationships
  - d. Group communication
  - e. Persuasive communication
3. Source information
  - a. Types
    - i. Interpersonal Communications
    - ii. Public Communications
    - iii. Media Communications
    - iv. Workplace/Organizational Communications
  - b. Evaluating
    - i. Accuracy
    - ii. Authority
    - iii. Reliability
    - iv. Objectivity
    - v. Currency
4. The Role of the Media
  - a. The global reach of the Media
  - b. The Social Impact of the Media
  - c. Historic Press Freedoms
  - d. Concepts and Applications of Audience Research
5. The Internet
  - a. The evolving and growing role of the Internet with mass media
  - b. Social Media
  - c. Video gaming and how the gaming culture is transforming learning and living.
6. The Print Media
  - a. Newspapers
  - b. Magazines
  - c. Book Publishing
7. Radio and Popular Music
  - a. Radio
  - b. Popular Music
8. The Visual Electronic and Film Media
  - a. Television
    - i. Television as Entertainment
    - ii. Television as a News Source
    - iii. Cable Television
  - b. Video
  - c. Photographic and Graphic Communications
  - d. Film

9. Professions
  - a. Advertising
  - b. Public Relations
  - c. Journalism
  - d. Media and social media
10. International Communications
11. Law and Ethics

## Resources

Baran, Stanley J. *Introduction to Mass Communication: Media Literacy and Culture*. 8th. New York: McGraw-Hill, 2015.

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Biagi, Shirley. *Media/Impact: An Introduction to Mass Media*. 10th. New York: Wadsworth, 2012.

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Campbell, Richard. *Media and Culture: An Introduction to Mass Communication*. Boston, MA. Bedford/St.Martins, 2015.

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Rodman, George. *Making Sense of the Media: An Introduction to Mass Communication*. New York: Longman, 2000.

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Hansen, Ralph. *Living in a Media World (Media and Public Opinion)*. 5th Edition. New York; Sage Publications, 2015.

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## Instructional Services

### OAN Number:

Transfer Assurance Guide OCM006

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Key: 2616