Course Objectives/Course Outline
Spokane Community College

Course Title: **Mass Media**
Prefix and Course Number: **JOURN 110**

Course Learning Outcomes:
By the end of this course, a student should be able to:

- Identify and examine past, present and emerging sources of mass media content.
- Explain mass media principles and theories.
- Identify how technology, content delivery mechanisms and audience participation affect the production of informative, persuasive and entertainment content.
- Critically evaluate mass media content from various sources: legacy media, social media, and emerging media.
- Identify funding models for legacy media, social media, and emerging media. Exhibit an understanding of how these funding models affect mass media.
- Critically evaluate how technological disruptions affect the funding models, content production, and consumption of informative and entertainment content.
- Analyze opinion-based content for accuracy, quality of social relevance, and support of ideas.
- Explain how mass media organizations are structured and related to each other, businesses outside of media production, and government.
- Exhibit an understanding of the effects mass media can have on the individual and society, and how individuals and society can affect these media.
- Demonstrate a knowledge of the history of mass media from the point of view of funding models, technological innovation, and cultural impact.

Course Outline:

I. Introduction
    A. Media literacy
    B. Media criticism
    C. Cultural Imperialism
    D. Patterns of ownership
    E. Media and government
    F. Impact and media influence
    G. Morality of media
    H. Media law issues
II. Media Research
    A. Early media studies
    B. Force and flow of effects
    C. Social science perspectives
    D. Cultural studies

- E. Research vs. conventional wisdom
- F. Limitations of Research

III. Radio
- A. Early development
- B. Rise of networks
- C. reaction to televison
- D. Concentration and fragmentation
- E. Digital/Internet radio

IV. Motion Pictures
- A. Early movie technology
- B. The Trust
- C. The Golden Age
- D. Reaction to television
- E. Adapting to New Media
- F. Today's Industry
    1. production
    2. distribution
    3. exhibition
- G. Effects of Movie Viewing
- H. Censorship

V. Music Industry
- A. Pre-recorded music
- B. Early recording technology
- C. Radio
- D. High fidelity
- E. Format wars
- F. Major labels
- G. Independents
- H. Royalties
- I. Distribution
- J. Audience expectations

VI. Book publishing
- A. Printing revolution
- B. Industrial Revolution
- C. Conglomeration and globalization
- D. New forms of the book
- E. Book censorship
- F. the Blockbuster Syndrome

VII. Television
- A. Early technology
- B. Technical standards
- C. Rise of the networks
- D. Cable
- E. Emerging networks
- F. Delivery Systems
- G. Ratings

- H. Effects of excessive viewing

VIII. The Internet
- A. Birth of the computer
  - 1. Commercial/military computing
  - 2. Personal computing
- B. Birth of the Internet
  - 1. World Wide Web
  - 2. Web 2.0
- C. Issues
  - 1. Net Neutrality
  - 2. Municipal wi-fi
  - 3. Censorship

IX. Electronic Journalism
- A. Newsreels
- B. Radio News
- C. Broadcast Television News
- D. Political bias
- E. News as entertainment

X. Advertising
- A. Ads and the Industrial Revolution
- B. Advent of Advertising agencies
- C. Target marketing
- D. Globalization
- E. Circulation waste
- F. Effects of advertising

XI. Media Law
- A. Philosophy of free speech
- B. The First Amendment
- C. Regulating Broadcast
- D. National security and prior restraint
- E. Conflicting rights

X. Media Ethics
- A. Print era
- B. Electronic era
- C. Digital era
- D. Conflicts of interest
- E. Accountability