

# **COURSE OUTLINE**

**MASS-129**  
**Mass Media**  
**3 Semester Hours**

## **HOWARD COMMUNITY COLLEGE**

### **Description**

The major forms of mass media are studied both historically and in their present forms. Emphasis is on the effects of radio, television, and film in our society. Eligible to enroll in ENGL-121. (3 hours weekly)

### **Overall Course Objectives**

Upon completion of this course, the student will be able to:

1. Explain various models of mass communication.
2. Identify the characteristics of a critical consumer.
3. Discuss important historical events in the development of books.
4. Discuss important historical events in the development of newspapers, magazines, and journals.
5. Discuss important historical events in the development of motion pictures.
6. Discuss important historical events in the development of recorded music.
7. Discuss important historical events in the development of radio.
8. Discuss important historical events in the development; of television, videotape, laser discs, and cablecasting.
9. Identify and rank the major functions of the mass media.
10. Express personal reactions to specific issues relevant to the current state of the media.
11. Discuss the effects of mass media.
12. Explain various approaches to research on mass media effects and impact.

**Major Topics:**

- I. Communication Models
- II. The Critical Consumer
- III. Historical Elements
  - A. books
  - B. magazine; periodicals
  - C. newspapers
  - D. television
  - E. motion picture
  - F. recorded music
- IV. Functions
  - A. advertising
  - B. Public Relations
  - C. news and information
  - D. analysis and commentary
  - E. instruction and education
  - F. entertainment and art
- V. Effects of Mass Media
- VI. Research in the Mass Media

**Course Requirements**

Grading/exams: Grading procedures will be determined by the individual faculty member but will include a research project.

**Other Course Information**

This course may be used as a Humanities Elective, an English Elective, or an Arts and Science Elective.