Introduction to Media Communications

Course Design
2017-2018

Course Information

Division: Industrial Technology Education
Course Number: MDC 102
Title: Introduction to Media Communications
Credits: 3
Developed by: Glen Cashetta
Lecture/Lab Ratio: 3 Lecture/0 Lab
Transfer Status

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<tr>
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<th>ASU</th>
<th>NAU</th>
<th>UA</th>
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<tr>
<td>MCO 120, Social and Behavioral Sciences (SB)</td>
<td>COM 102; Social and Political Worlds [SPW]</td>
<td>COMM Dept Elective</td>
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Activity Course: No
CIP Code: 10.0200
Assessment Mode: Pre/Post Test (50 Questions/100 Points)
Semester Taught: Fall and Spring
GE Category: Social Sciences
Separate Lab: No
Awareness Course: No
Intensive Writing Course: No

Prerequisites
ENG 091 with a grade of “C” or higher or reading placement test score as established by District policy

Educational Value
Builds media literacy, helping students become more informed. The student will have an understanding of content, form, and impact on culture and influences of media on society and individuals.

Description
This course covers laws, regulations, ethics, politics, social diversity, economics, and the globalization issues related to mass media communications. The focus of this course is to develop an understanding of current and past applications, methods, styles and techniques of each medium used in mass media communication. Examines the roles of books, newspapers, magazines, radio, television, motion pictures, advertising, and social media play in influencing individuals within society. Develops each individual’s understanding related to how various media mediums affect society in the digital age.

Supplies
None
Competencies and Performance Standards

1. **Explain the role of media in society.**

   **Learning objectives**
   What you will learn as you master the competency:
   a. Describe the adverse and positive effects of media regarding gender, race, religion, and ethnicity from a historical perspective.
   b. Describe the adverse and positive effects of media regarding gender, race, religion, and ethnicity from a contemporary perspective.

   **Performance Standards**
   Competence will be demonstrated:
   o by proper completion of written weekly journals
   o by successful completion of quizzes/exams
   o by proper completion of exams
   Performance will be satisfactory when:
   o learner describes orally and/or in written form the adverse and positive effects of media regarding gender, race, religion, and ethnicity from a historical perspective
   o learner describes orally and/or in written form the adverse and positive effects of media regarding gender, race, religion, and ethnicity from a contemporary perspective

2. **Analyze the objectives of media.**

   **Learning objectives**
   What you will learn as you master the competency:
   a. Analyze techniques of persuasion in media.
   b. Analyze techniques of education in media.
   c. Analyze techniques of entertainment in media.

   **Performance Standards**
   Competence will be demonstrated:
   o by proper completion of weekly written journals
   o by successful completion of quizzes
   o by successful completion of exams
   Performance will be satisfactory when:
   o learner analyzes orally and/or in written form the techniques of persuasion in media
   o learner analyzes orally and/or in written form the techniques of education in media
   o learner analyzes orally and/or in written form the techniques of entertainment in media

3. **Identify laws and politics related to mass media.**

   **Learning objectives**
   What you will learn as you master the competency:
   a. Analyze the First Amendment as it relates to media.
   b. Understand the laws and regulations of media technology in society.
   c. Explain the basic principles of laws, the right to a fair trial, and invasion of privacy.
   d. Identify media codes of ethics and their limitations.
Performance Standards

Competence will be demonstrated:

- by proper completion of weekly written journals
- by successful completion of quizzes
- by proper completion of exams

Performance will be satisfactory when:

- learner analyzes and discusses orally and/or in written form the First Amendment
- learner demonstrates the ability to relate laws and regulations of media technology in society
- learner explains the basic principles of laws, the right to a fair trial, and invasion of privacy
- learner explains copyright laws in relation to media technology
- learner identifies media codes of ethics and their limitations

4. Understand ethics and theory of media.

Learning objectives

What you will learn as you master the competency:

a. Understand theoretical concepts of media.

b. Understand the responsibility of ethics by media and the audience.

c. Understand the effects of the use of media in society.

Performance Standards

Competence will be demonstrated:

- by proper completion of weekly written journals
- by successful completion of quizzes
- by proper completion of exams

Performance will be satisfactory when:

- learner identifies mass media techniques & social theory and can identify authors
- learner understands and describes the responsible use of media within society
- learner understands and describes effects on society caused by mass media methods

5. Understand methodology of advertising.

Learning objectives

What you will learn as you master the competency:

a. Understand advertising concepts.

b. Understand the effects of advertising on consumers.

Performance Standards

Competence will be demonstrated:

- by proper completion of weekly written journals
- by successful completion of quizzes
- by proper completion of exams

Performance will be satisfactory when:

- learner understands and identifies concepts of advertising
- learner understands and describes orally and/or in written form the effects of advertising on
consumers

6. **Understand applications of technology in media.**

   **Learning objectives**
   
   *What you will learn as you master the competency:*
   
   a. Identify various types of media technology and uses.
   b. Identify effective media techniques related to the application of media technology.

   **Performance Standards**
   
   *Competence will be demonstrated:*
   
   o by proper completion of weekly written journals
   o by successful completion of quizzes
   o by proper completion of exams

   *Performance will be satisfactory when:*
   
   o learner identifies how technology hardware and software works
   o learner describes orally and/or in written form various technology applications used in mass media

**Types of Instruction**

Classroom presentations (lecture demonstration & discussions)
Class participation (individual and group activities & discussions)
Topic research and self-reflection
Video presentations
Multi-media presentations

**Grading Information**

**Grading Rationale**

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Pre Test</td>
<td>0%</td>
</tr>
<tr>
<td>Journal Entries</td>
<td>30%</td>
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<tr>
<td>Exams</td>
<td>60%</td>
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<tr>
<td>Post Test</td>
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**Grading Scale**

A  90-100%
B  80-89%
C  70-79%
D  60-69%
F  59% and below