

JAMESTOWN COMMUNITY COLLEGE
State University of New York

INSTITUTIONAL COURSE SYLLABUS

Course Title: Mass Communication & Media Literacy

Course Abbreviation and Number: CMM 2610

Credit Hours: 3

Course Type: Lecture

Course Description: Students will learn about the processes, industries, and issues involved in the mass communication media of books, magazines, newspapers, radio, TV, film, the Internet, and the newest media technologies. They will learn how media has evolved over time and will be able to analyze the coding embedded in mass mediated messages. Students will also study the impact media has on us as individuals, Americans, and world citizens.

Prerequisite: ENG 1530.

General Education Requirements Met:

JCC

Global Perspectives

Student Learning Outcomes:

Students who demonstrate understanding can:

1. Describe the evolution of all forms of mass media from the time of inception to their current iteration.
 2. Demonstrate knowledge of a variety of mass communication theories and recognition of the researchers credited with those theories.
 3. Decode mass media messages and critically analyze those messages for their intent and impact on us as a culture.
 4. Compare and contrast the variety of philosophies and systems of mass media throughout the world.
 5. Demonstrate media literacy skills, critically analyze mediated messages, and explain why media literacy is important.
 6. Demonstrate awareness of global issues and the impact of individual and collective decisions on life around the world. [JCC Gen Ed – Global Perspectives - I]
 7. Weigh diverse perspectives in the face of opposing viewpoints and understand the source of one's own assumptions and biases. [JCC Gen Ed – Global Perspectives - II]
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Topics Covered:

- The history and evolution of mass media: books, newspapers, magazines, film, radio, television/cable/satellite, and the Internet
 - Man, the story-telling species
 - Primary and secondary influences on the development of self
 - The reflected self as reflected through the media
 - The First Amendment and constitutional issues relating to mass media
 - Censorship
 - Legal and ethical issues relating to mass media
 - Mass media and propaganda
 - Media literacy
 - The allied industries of public relations and advertising
 - Mass communication theories
 - Research in mass communication
 - Comparative philosophies and systems of mass media throughout the world
 - Specific topics of concern in mass media, including children and media, sex and media, race and media, religion and media, politics and media, and violence and media
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Information for Students

- Expectations of Students
 - [Civility Statement](#)
 - [Student Responsibility Statement](#)
 - [Academic Integrity Statement](#)
- [Accessibility Services](#)

Students who require accommodations to complete the requirements and expectations of this course because of a disability must make their accommodation requests to the Accessibility Services Coordinator.

- [Get Help: JCC & Community Resources](#)
- [Emergency Closing Procedures](#)
- Course grade is determined by the instructor based on a combination of factors, including but not limited to, homework, quizzes, exams, projects, and participation. Final course grade can be translated into a grade point value according to the following:

A=4.0	B+=3.5	B=3	C+=2.5	C=2	D+=1.5	D=1	F=0
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- Veterans and active duty military personnel with special circumstances (e.g., upcoming deployments, drill requirements, VA appointments) are welcome and encouraged to communicate these to the instructor.

Effective Date: Fall 2021