

Washtenaw Community College Comprehensive Report

COM 130 Introduction to Mass Communication

Effective Term: Fall 2012

Course Cover

Division: Humanities, Social and Behavioral Sciences

Department: Humanities

Discipline: Communications

Course Number: 130

Org Number: 11520

Full Course Title: Introduction to Mass Communication

Transcript Title: Intro to Mass Communication

Is Consultation with other department(s) required: No

Publish in the Following: College Catalog , Time Schedule , Web Page

Reason for Submission: Three Year Review / Assessment Report

Change Information:

Outcomes/Assessment

Objectives/Evaluation

Other:

Rationale: I would like COM 130 to be added to the ARTS/HUM General Education strand. This survey course looks at the human experience through the history and development of mass media, along with the evolution of society through these mediums. These developments have not only changed the way in which we relate to one another as individuals but have also changed how we function in our society today. It is vital that students learn about the history of and present-day effects of the mass media, which this course would provide.

Proposed Start Semester: Fall 2013

Course Description: This survey course introduces students to the technological evolution of mass media and its impact on audience attitudes, as well as how it influences our society's economic, social, and political climates. Major emphasis is placed on the history, theory, and criticism of the various mediums, including radio, television, film, and Web-based media. The course attempts to create a more 'critical' consumer of mass media.

Course Credit Hours

Variable hours: No

Credits: 3

Lecture Hours: Instructor: 45 **Student:** 45

Lab: Instructor: 0 **Student:** 0

Clinical: Instructor: 0 **Student:** 0

Total Contact Hours: Instructor: 45 **Student:** 45

Repeatable for Credit: NO

Grading Methods: Letter Grades

Audit

Are lectures, labs, or clinicals offered as separate sections?: NO (same sections)

College-Level Reading and Writing

College-level Reading & Writing

College-Level Math

Requisites

General Education

MACRAO

MACRAO Humanities

General Education Area 6 - Arts and Humanities

Assoc in Applied Sci - Area 6

Assoc in Science - Area 6

Assoc in Arts - Area 6

Request Course Transfer

Proposed For:

Central Michigan University
College for Creative Studies
Eastern Michigan University
Ferris State University
Grand Valley State University
Jackson Community College
Kendall School of Design (Ferris)
Lawrence Tech
Michigan State University
Oakland University
University of Detroit - Mercy
University of Michigan
Wayne State University
Western Michigan University

Student Learning Outcomes

1. Identify the major historical phases of the various mediums in the mass media.

Assessment 1

Assessment Tool: Departmental Examination

Assessment Date: Winter 2016

Assessment Cycle: Every Three Years

Course section(s)/other population: All

Number students to be assessed: All students within the section will be assessed.

How the assessment will be scored: Students will be administered a departmental exam of ten questions, focusing on the historical phases of the various mediums of the mass media. The exam will be worth 10 points.

Standard of success to be used for this assessment: Success will be defined as an overall average of 70% for the outcome.

Who will score and analyze the data: Instructors within the department will score the exam.

2. Apply theoretical constructs to analyze the techniques the broadcast media has used in the past and present.

Assessment 1

Assessment Tool: COM 130 Media Analysis Rubric

Assessment Date: Winter 2016

Assessment Cycle: Every Three Years

Course section(s)/other population: All

Number students to be assessed: All students in selected section will be assessed.

How the assessment will be scored: Students will be given a media analysis assignment, in which they will analyze a media campaign (past or present). This assignment will total 100 points.

Standard of success to be used for this assessment: Success will be defined as an overall average of 70% for the outcome.

Who will score and analyze the data: Instructors within the department will score

and analyze the data.

3. Assess mass media's influence on society's attitudes and social, economic and political climates.

Assessment 1

Assessment Tool: COM 130 Media Analysis Rubric

Assessment Date: Winter 2016

Assessment Cycle: Every Three Years

Course section(s)/other population: All

Number students to be assessed: All students within the selected section will be assessed.

How the assessment will be scored: Students will be given a media analysis assignment, analyzing a media campaign (past or present). This assignment will total 100 points.

Standard of success to be used for this assessment: Success will be defined as an overall average of 70% for the outcome.

Who will score and analyze the data: Instructors within the department will score and analyze the data.

Course Objectives

1. Identify the mutual past and present influences involved within radio, television and film.

Matched Outcomes

2. Apply mass media theories to analyze various media campaigns throughout history and present day.

Matched Outcomes

2. Apply theoretical constructs to analyze the techniques the broadcast media has used in the past and present.

3. Describe mass media's influence via media campaigns on the community's attitude and social, economic and political viewpoints.

Matched Outcomes

3. Assess mass media's influence on society's attitudes and social, economic and political climates.

New Resources for Course

Course Textbooks/Resources

Textbooks

Straubhaar, LaRose and Davenport. *Media Now*, 7th ed. Wadsworth Cengage, 2012, ISBN: 978-1-4390-82.

Manuals

Periodicals

Software

Equipment/Facilities

Level III classroom

Reviewer

Action

Date

Faculty Preparer:

Dena Blair

Faculty Preparer

Aug 28, 2012

Department Chair/Area Director:

Dena Blair

Recommend Approval

Aug 28, 2012

Dean:

Bill Abernethy

Recommend Approval

Aug 29, 2012

Vice President for Instruction:

Stuart Blacklaw

Approve

Oct 01, 2012