

FLORIDA STATE COLLEGE AT JACKSONVILLE  
COLLEGE CREDIT COURSE OUTLINE

COURSE NUMBER:	MMC 1000
COURSE TITLE:	Introduction to Mass Communications
PREREQUISITE(S):	ENC 1101 with a grade of "C" or better
COREQUISITE(S):	None
CREDIT HOURS:	3
CONTACT HOURS/WEEK:	3
CONTACT HOUR BREAKDOWN:	
Lecture/Discussion:	3
Laboratory:	
Other _____:	
FACULTY WORKLOAD POINTS:	3
STANDARDIZED CLASS SIZE ALLOCATION:	25
CATALOG COURSE DESCRIPTION:	
<p>This course provides a general introduction to the mass media. It traces the development of print, broadcast, and electronic communications. It examines the communication process as well as the responsibilities of the mass media and the relationship of the mass media to popular culture.</p>	
SUGGESTED TEXT(S):	<p>Campbell, Richard <u>Media and Culture</u>, NY: Bedford/St. Martin's, Latest Edition</p> <p>Newspapers, Magazines, and Radio and Television Broadcasts.</p>
IMPLEMENTATION DATE:	November 14, 1987
REVIEW OR MODIFICATION DATE:	<p>Fall Term, 2002 (20031)          Fall Term, 2005 (20061)          Fall Term, 2008 (20091) - Outline Review 2007</p>

COURSE TOPICS	<u>CONTACT HOURS PER TOPIC</u>
I.     Effective Communication	3
A. Communication Processes	
B. Causes of Communication Breakdowns	
II.    Mass Communications	3
A. Definition	
B. Process	
C. Function	
D. Types	
E. Challenges	
III.   History and Function of Print Media	9
A. Books	
B. Newspapers	
C. Magazines	
IV.    History and Function of Electronic Media	15
A. Sound recordings	
B. Movies	
C. Radio	
D. Television	
E. The Internet and World Wide Web	
V.     Mass Media Fields	6
A. Journalism	
B. Advertising	
C. Public Relations	
VI.    Mass Media in the World	9
A. Media Economics	
B. Media Effects	
C. Media and Society	
D. Media Law and Copyright	