

Montgomery County Community College  
COM 111  
Mass Media and Society  
3-2-2

**COURSE DESCRIPTION:**

Students learn to access, analyze, evaluate and create media and are introduced to the basic building blocks of storytelling and journalism. They identify, research, write, and produce aural and visual packages about key media issues based on their understanding and interpretation of the issues that are then distributed over class, college and community based channels. By doing so they gain an understanding of the media saturated world and the aesthetic, cultural, economic, and political forces that guide the creation and distribution of media messages. This course is subject to a course fee. Refer to <http://mc3.edu/adm-fin-aid/paying/tuition/course-fees> for current rates.

**REQUISITES:**

*Previous Course Requirements*

- ENG 011 Basic Writing II or ESL 011 ESL Basic Writing II with a minimum grade of “C”
- REA 011 Fundamentals of College Reading or REA 017 Vocabulary and Reading Comprehensive Development II with a minimum grade of “C”

*Concurrent Course Requirements*

None

LEARNING OUTCOMES Upon successful completion of this course, the student will be able to:	LEARNING ACTIVITIES	EVALUATION METHODS
1. Explore contemporary issues and controversies in mass media.	Lectures/Discussions Demonstrations and Practice Case Studies Student Presentations Peer to Peer Review Writing Assignments Initiation of electronic portfolio for program assessment	Peer to Peer Review Portfolio

LEARNING OUTCOMES	LEARNING ACTIVITIES	EVALUATION METHODS
2. Identify the aesthetic, cultural, economic, and political forces that shape the mass media in America.	Lectures/Discussions Demonstrations and Practice Case Studies Student Presentations Peer to Peer Review Writing Assignments	Peer to Peer Review Portfolio
3. Examine journalism, writing for media, and current media issues.	Lectures/Discussions Demonstrations and Practice Case Studies Student Presentations Peer to Peer Review Writing Assignments	Peer to Peer Review Portfolio
4. Analyze opposing views related to media issues.	Lectures/Discussions Demonstrations and Practice Case Studies Student Presentations Peer to Peer Review Writing Assignments	Peer to Peer Review Portfolio
5. Compare and contrast elements of media and visual literacy.	Lectures/Discussions Demonstrations and Practice Case Studies Student Presentations Peer to Peer Review Writing and Production Assignments Completion of the Project Information Literacy Online tutorial (PILOT) with a Minimum Score of 80	Peer to Peer Review Portfolio
6. Utilize critical thinking skills to analyze the impact mass media and their messages have on society.	Lectures/Discussions Demonstrations and Practice Case Studies Student Presentations Peer to Peer Review Writing and Production Assignments Completion of PILOT with a Minimum Score of 80	Peer to Peer Review Portfolio

LEARNING OUTCOMES	LEARNING ACTIVITIES	EVALUATION METHODS
7. Apply critical thinking skills to create media content about media issues using digital production technology.	Lectures/Discussions Demonstrations and Practice Case Studies Student Presentations Peer to Peer Review Writing and Production Assignments At least one project will relate directly to a civic engagement issue Creation of journalistic true stories and PSAs including one on a civic engagement issue	Peer to Peer Review Portfolio (including civic engagement themed PSA or journalistic true story)

At the conclusion of each semester/session, assessment of the learning outcomes will be completed by course faculty using the listed evaluation method(s). Aggregated results will be submitted to the Associate Vice President of Academic Affairs. The benchmark for each learning outcome is that *70% of students will meet or exceed outcome criteria*.

#### SEQUENCE OF TOPICS:

1. What are Mass Media?
2. Cultural and Historical Impact of Mass Media Industries
3. How Media Content and Audiences Developed
4. Finding Stories to Tell: Creating Media Content
5. Using the Basic Tools of Media Production
6. Introduction to Journalistic Writing Styles
7. Basic Aesthetic and Ethical Issues Related to Production and Display of Visual and Aural Information
8. Distribution over multiple media
9. Develop digital portfolio

#### LEARNING MATERIALS:

Alexander & Alison. (2007). *Taking Sides: Mass Media and Society* (9th ed.). McGraw Hill.

Goldstein, Norm (Editor). (2000). *The Associated Press Stylebook and Briefing on Media Law*. Perseus Publishing.

Other learning materials may be required and made available directly to the student and/or via the College's Libraries and/or course management system.

COURSE APPROVAL:

Note: COM111 was created from deleted courses COM100 and COM160; refer to these courses for prior history.

Prepared by: Allan Schear

Date: 1/16/2016

VPAA/Provost Compliance Verification:

Victoria Bastecki-Perez, Ed. D.

Date: 6/1/2016

Revised by: Debbie Dalrymple

Date: 1/9/2018

VPAA/Provost or designee Compliance Verification:

Date: 1/10/2018



*This course is consistent with Montgomery County Community College's mission. It was developed, approved and will be delivered in full compliance with the policies and procedures established by the College.*