

Comm 101 Introduction to Mass Communication

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Course Description: This course is designed to provide you with an introductory look at the media - - not only in terms of effects, but also with regard to the legal, economic and socio-historical features that are a part of, and result from, the media industry at large.

While you might be most interested in what is happening in the media today or where it might go in the future, it is important to take a look at how media industries have developed and changed over time. This background will help us explore the current and possible future of media.

We will explore:

- Theories about the relationship between media and society
- Changes in the industry and its economic structure (e.g., moving from Broadcasting to Narrowcasting, from analog to digital, etc.)
- Controversial media practices like manipulating photographs, phone tapping for news stories, paying sources, and big mergers that leave consumers with fewer choices.

We will be using:

- A series of videos
- A series of lectures
- And a look at the industries in Mass Communication including, television, newspapers, movies, music, books, magazines, etc.