

Comm 101 Introduction to Mass Communication

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-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

- 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:

including, television, newspapers, movies, music, books, magazines, etc.