

ARIZONA WESTERN COLLEGE  
SYLLABUS

## JRN 100 INTRODUCTION TO MASS COMMUNICATIONS/GE

Credit Hours: 3 Lec: 3

PREREQUISITE: None

## COURSE DESCRIPTION

A survey of the mass communications media, including newspapers, magazines, radio, television, and the Internet. Study of theory and function of news, features, editorials, and advertising; historical development of the media; legal freedoms and limitations of the media; and the ethics of communication. Stress is placed on the relationships and responsibilities of the mass media to society.

## 1. COURSE GOALS

- 1.1 Build an awareness of the place of and pervasiveness of, mass media in today's society.
- 1.2 Arrive at knowledge of how each medium works, how each affects society, how all are interrelated.
- 1.3 Gain basic insight into skills needed by both the practitioners of each medium's techniques and the receivers of each medium's message.
- 1.4 Analyze their own reaction to media, and gain some basis for their roles as media consumers.

## 2. OUTCOMES

Upon satisfactory completion of this course, students will be able to:

- 2.1 describe how the media influence behavior.
- 2.2 identify the intent in advertising messages.
- 2.3 describe the effects of advertising on its audience.
- 2.4 describe the history, nature, and function of the mass media.
- 2.5 apply the techniques of one of the media in original work.

## 3. AWC GENERAL EDUCATION (GE) CATEGORY &amp; CRITERIA

## ARTS &amp; HUMANITIES

- The analysis, interpretation, and/or creation of cultural, artistic, and/or intellectual artifacts
- The importance of global awareness, intercultural knowledge, and intellectual humility, objectivity, and/or curiosity, by situating cultural, artistic, and/or intellectual artifacts in a diverse range of cultural, historical, and intellectual contexts
- The exploration of ideological, philosophical, existential, and/or moral questions with the possibility of developing informed civic and ethical identities through study and/or creative self-expression
- The creation and/or re-creation of artistic works culminating in individual or group exhibition, publication, production, or performance
- The understanding of current global challenges (environmental, social justice, etc.), including exploration of strategies for positive change

## 4. METHODS OF INSTRUCTION

- 4.1 Lecture
- 4.2 Reading of outside materials
- 4.3 Class discussion
- 4.4 Viewing of film, television, or film-for-television when available
- 4.5 Guest speakers and field trips to newspaper, radio and TV station will be used to supplement student learning

## 5. LEARNING ACTIVITIES

- 5.1 Reading of textbook on history and theory of media
- 5.2 Reading of selected material from a current reader on the media, followed by practical exercises and/or presentations on a specific theme or medium
- 5.3 Viewing/reading of examples of contemporary media and of productions about media
- 5.4 Designing a multimedia presentation on some aspect of mass communications, both as an examination and as an example of media.
- 5.5 Regular writing on the subject of mass communications in the form of brief responses and more extended analysis.

## 6. EVALUATION

- 6.1 Discussion/participation
- 6.2 Attendance
- 6.3 Media analysis sheet, review(s) of media examples, and/or class presentation
- 6.4 Midterm and final exam
- 6.5 All written assignments, as this is a journalism class, will be evaluated on the basis of grammar, clarity, organization, and style, as well as content

## 7. STUDENT RESPONSIBILITIES

- 7.1 Under AWC Policy, students are expected to attend every session of class in which they are enrolled.
- 7.2 If a student is unable to attend the course or must drop the course for any reason, it will be the responsibility of the student to withdraw from the course. Students who are not attending as of the 45th day of the course may be withdrawn by the instructor. If the student does not withdraw from the course and fails to complete the requirements of the course, the student will receive a failing grade.
- 7.3 Americans with Disabilities Act Accommodations: Arizona Western College provides academic accommodations to students with disabilities through AccessABILITY Resource Services (ARS). ARS provides reasonable and appropriate accommodations to students who have documented disabilities. It is the responsibility of the student to make the ARS Coordinator aware of the need for accommodations in the classroom prior to the beginning of the semester. Students should follow up with their instructors once the semester begins. To make an appointment call the ARS front desk at (928) 344-7674 or ARS Coordinator at (928) 344-7629, in the College Community Center (3C) building, next to Advising.
- 7.4 Academic Integrity: Any student participating in acts of academic dishonesty—including, but not limited to, copying the work of other students, using unauthorized “crib notes”, plagiarism, stealing tests, or forging an instructor’s signature—will be subject to the procedures and consequences outlined in AWC’s Student Code of Conduct.
- 7.5 Texts and Notebooks: Students are required to obtain the class materials for the course.
- 7.6 Arizona Western College students are expected to attend every class session in which they are enrolled. To comply with Federal Financial Aid regulations (34 CFR 668.21), Arizona Western College (AWC) has established an Attendance Verification process for “No Show” reporting during the first 10 days of each semester.  
Students who have enrolled but have never attended class may be issued a “No Show” (NS) grade by the professor or instructor and receive a final grade of “NS” on their official academic record. An NS grade may result in a student losing their federal financial aid.  
For online classes, *student attendance in an online class is defined as the following* (FSA Handbook, 2012, 5-90):
  - Submitting an academic assignment
  - Taking an exam, an interactive tutorial or computer-assisted instruction
  - Attending a study group that is assigned by the school
  - Participating in an online discussion about academic matters
  - Initiating contact with a faculty member to ask a question about the academic subject studied in the course