



Course Description

MMC 2000 | Introduction to Mass Communications | 3 Credits

Development of a critical perception of the mass communications process and its results in both printed and electronic media. Applications of the ethics and codes of journalism to the changing roles and forms of journalistic media. MMC 2000 will transfer for mass communications majors to various universities within the Florida State System.

Competency 1:

The student will recognize application of communication theories by:

1. Identifying the relevance of communication theories in real-life scenarios
2. Evaluating the effectiveness of communication theories in diverse contexts
3. Applying communication theories to analyze and resolve communication challenges

Learning Outcomes:

- Communication

Competency 2:

The student will describe the evolution of mass communication by:

1. Tracing the historical development of mass communication from its early forms to modern-day channels
2. Illustrating the impact of technological advancements on the evolution of mass communication
3. Comparing and contrasting the evolution of mass communication across different cultures and societies

Learning Outcomes:

- Information Literacy

Competency 3:

The student will analyze their media use and how it may shape their views and values by:

1. Examining personal media consumption habits and their influence on perceptions and beliefs
2. Evaluating the correlation between media exposure and the formation of individual values and attitudes
3. Identifying and articulating the implications of media influence on personal viewpoints and decision-making processes

Competency 4:

The student will identify key moments in media history by:

1. Researching and recognizing pivotal events that have shaped the landscape of media history
2. Evaluating the significance of key moments in media history on societal, cultural, and political levels
3. Constructing a timeline of key moments in media history and their enduring impact on media practices

Competency 5:

The student will describe the power of visual communication by:

1. Evaluating the persuasive and emotive influence of visual communication in various contexts
2. Analyzing the effectiveness of visual communication in conveying complex messages and evoking emotional responses
3. Articulating the role of visual communication in shaping public opinion and cultural narratives

Competency 6:

The student will demonstrate familiarity with different mediums (newspapers, magazines, radio, etc.) by:

1. Navigating and analyzing diverse media platforms and formats
2. Exploring the unique characteristics and functionalities of traditional and digital media channels
3. Comparing and contrasting the impact of different mediums on information dissemination and audience engagement

Competency 7:

The student will discuss the current economic pressures on newspapers and the role of the Web by:

1. Evaluating the economic challenges faced by newspapers in the digital age and the impact on traditional revenue models
2. Analyzing the transformative role of the Web in reshaping news consumption patterns and distribution channels
3. Proposing strategic solutions to address the economic pressures on newspapers amidst the dominance of online news platforms

Learning Outcomes:

- Critical Thinking

Competency 8:

The student will describe concerns about media ownership in a democratic society by:

1. Identifying and articulating the implications of concentrated media ownership on journalistic independence and editorial integrity
2. Analyzing the potential influence of media ownership on public discourse and democratic decision-making processes
3. Proposing measures to safeguard media plurality and diversity in the face of concerns about media ownership concentration

Learning Outcomes:

- Social Responsibility