Department of Communication
Subject Syllabus

Subject Code : COMM02

Subject Title : Introduction to Mass Communication

Subject Specification : For students in Communication Faculty

Subject Overview : This course is designed to introduce students to the history, models, theories, concepts and terminology of mass communication. It will enable students to understand the complex interactions between media, government, and society, and think critically about the ways in which mass media inform our everyday lives, in terms of media literacy.

Course Objectives :

By the end of the course, the students are expected to:

- Understanding of the basic relation between mass communication and mass media
- Understanding media literacy, where the impact on the media to individuals and society
- Develop analytical and critical thinking skills about mass media and mass media messages.
- Understanding the media output as expressions of individual or societal values like technical, economic, historical and social contexts
- Development of enhanced student's understanding of mass media or its messages, developed through reading and writing assignments and class discussions.

Course Method : The course consists of lectures, presentations, assignments and paper submission. It is expected that every student will regularly attend classes and participate in class discussion. An electronic Study Guide accompanies the course; additional readings will be assigned to the students on a per session basis. A presentation from a guest lecturer might be one of the activities during the semester in facilitating students with newest issues and trends in Public Relations.

- Each chapter will be discussed every week, accompanied by class discussion or class work
- For some chapters, will be equipped by some case study, or some website (web link) as study guide's reference.
- Every meeting should have a discussion for each chapter, or discussion for the case study.

Learning Outcome (Competence) :

- Knowledge : Know and understand how media messages are constructed, distributed, and consumed and be able to discern between reliable and unreliable sources of information
- Skill : Critical thinking and effective communication skills
- Attitude : Able to collaborate effectively on group projects, and engage with meaningful discussions

Course content :

Week	Topic
1	Introduction to Mass Communication
2	Making Sense of Media Business
3	Formal And Informal Controls On Media Content: Government Regulation, Self-Regulation, And Ethics
4	Making Sense Of Research On Media Effects And Media Culture
5	A World of Blurred Media Boundaries
6	Understanding the Strategies of Media Giants
7	The Book Industry
Mid Examination	
8	The Newspaper Industry
9	The Magazine Industry
10	The Recording Industry
11	The Radio Industry
12	The Television Industry
13	The Movie Industry
14	The Internet and Video Game Industries
Final Examination	

Grading System :
In the Letter Grade System, the quantitative grades mean:

Grade	Symbol	Conversion Value
90 – 100	A	4.0
85 – 89.99	A-	3.7
80 – 84.99	B+	3.3
75 – 79.99	B	3.0
70 – 74.99	B-	2.7
65 – 69.99	C+	2.3
60 – 64.99	C	2.0
50 – 59.99	C-	1.7
40 – 49.99	D	1.0
< 40	E	0

The student Grade Point Average (GPA) is organized into the following categories:
GPA of 0.00 – 1.99 = Fail
GPA of 2.00 – 2.49 = Pass
GPA of 2.50 – 2.99 = Credit
GPA of 3.00 – 3.49 = Merit
GPA of 3.50 – 4.00 = Distinction

Course Evaluation :

As a general rule, students are evaluated based on the following criteria:

Final Examinations	35%
Mid-term Examinations	25%
Coursework & Assignments	30%
Attendance	10%
TOTAL	**100%**

Lecturers, however, have the option of requiring midterm and final papers in lieu of midterm and final examinations. They may likewise change the percentage (weight) for each of the above mentioned items.

Scheme of Work :

Session	Title/Topic	Area Discussion	Activities
I	**Introduction to Mass Communication**	1. Class Regulation 2. Overview: Introduction to Mass Communication	Discussion of: Unit aims and objectives Scheme of work, Assessment strategy Design group project lectures
II	**Making Sense of Media Business**	1. Describe the primary genres of the materials created by various mass media industries. 2. Identify and discuss the process of producing, distributing, and exhibiting materials in mass media industries. 3. Explain the way media firms finance the production, distribution, and exhibition of media materials.	Lecture's presentation, Discussion, Study Case Question & Answer
III	**Formal And Informal Controls On Media Content: Government Regulation, Self-Regulation, And Ethics**	1. Explain the reasons for and the theories underlying media regulation 2. Identify and describe the different types of media regulation 3. Analyze the struggle that exists between citizens and regulatory bodies in the search for information 4. Discuss the ways in which media organizations practice self-regulation, both internally and externally	Lecture's presentation, Discussion, Study Case Question & Answer
IV	**Making Sense Of Research On Media**	1. Identify and explain what mass media research is as a practice, how it is conducted,	Lecture's presentation, Discussion, Study Case

	Effects And Media Culture	and the ways in which it can be evaluated 2. Recognize and discuss the purpose, practices, and theories of the mainstream approaches to mass media research 3. Recognize and discuss the purpose, practices, and theories of critical approaches to mass media research 4. Recognize and discuss the purpose, practices, and theories of cultural studies approaches to mass media research	Question & Answer
V	**A World of Blurred Media Boundaries**	1. Identify and discuss the six guiding trends shaping the world of mass media 2. Analyze and discuss media fragmentation's impact on media organizations and their consumers 3. Recognize and evaluate the audience segmentation strategies of media organizations 4. Identify and explain the benefits and challenges of distributing products across media boundaries 5. Analyze and discuss the impact of digital convergence on media organizations and their consumers	Lecture's presentation, Discussion, Study Case Question & Answer
VI	**Understanding the Strategies of Media Giants**	1. Examine and evaluate other large media firms to better understand their scope and power 2. Recognize and understand the three main operating strategies of News Corporation 3. Recognize and understand the three main operating strategies of The Walt Disney Company 4. Recognize and understand the three main operating strategies of Google	Lecture's presentation, Discussion, Study Case Question & Answer
VII	**The Book Industry**	1. Differentiate among the different types of books within the book-publishing industry	Lecture's presentation, Discussion, Study Case Question &

		2. Explain the roles of production, distribution, and exhibition as they pertain to the book-publishing industry 3. Realize and evaluate the effects of new digital technologies on the book-publishing industry	Answer
Mid Exam	Topic 1 s/d 7		Writing test Essays and review case study
VIII	**The Newspaper Industry**	1. Explain the production, distribution, and exhibition processes of various types of newspapers 2. Recognize and discuss the challenges faced by the newspaper industry today and some approaches to dealing with them 3. Describe the ways that newspapers have begun to reach out to audiences through digital technologies, on the Internet and elsewhere	Lecture's presentation, Discussion, Study Case Question & Answer
IX	**The Magazine Industry**	1. Sketch a history of magazines and the importance of knowing it 2. Describe the physical and digital production, distribution, and exhibition of different types of magazines 3. Explain the view that magazines are brands that need to follow their readers 4. List the risks and barriers involved in launching a new magazine	Lecture's presentation, Discussion, Study Case Question & Answer
X	**The Recording Industry**	1. Sketch the history of the recording industry from the standpoint of its relation to technological and social change 2. Explain how a recording is developed—from the time an artist creates a song to the time the recording ends up in your CD collection 3. Explain the ways in which artists and labels turn profits	Lecture's presentation, Discussion, Study Case Question & Answer

		4. Recognize the promotional techniques used by record labels to push sales	
XI	**The Radio Industry**	1. Explain the relationship between advertising and programming 2. Detail the role of market research in the radio industry 3. Critically examine the issues surrounding the consolidation of radio station ownership 4. Discuss ways in which new digital technologies are challenging traditional radio	Lecture's presentation, Discussion, Study Case Question & Answer
XII	**The Television Industry**	1. Compare and contrast broadcast, cable, and satellite television 2. Explain the role of advertisers in these three forms of television 3. Name and describe the different types of cable and satellite services 4. Identify the ways in which broadcasters, cable companies, and satellite companies produce, distribute, and exhibit programming	Lecture's presentation, Discussion, Study Case Question & Answer
XIII	**The Movie Industry**	1. Describe how movies are financed, and how they make money through various exhibition arrangements 2. Analyze the relationship between movie distributors and theaters 3. Explain the impact of new technologies and globalization on the movie industry	Lecture's presentation, Discussion, Study Case Question & Answer
XIV	**The Internet and Video Game Industries**	1. Sketch the development of the computer, the Internet, the Web and video games 2. Explain the workings of the Internet industry 3. Discuss business models in the online world 4. Describe video game genres 5. Chart major social controversies surrounding the Internet and video games	Lecture's presentation, Discussion, Study Case Question & Answer

Final Exam	All materials relevance with Intro to Mass Communication		Writing test Essays and review case study

Guest lecturer: (BASED ON SUBJECT AND CRITERIA)

Individual Presentation/Group Presentation/Class Participation Guideline:
Group presentations/class participation will become the main focus of the sessions. It is expected that the students will be using the Power Point system during their presentation. Group presentations/class participations are the most effective in sharpening your ability in understanding the materials being discussed. The assigned chapters are intended to give you practice in assembling materials, data, and analysis to support an understanding of the subject in the real world. Furthermore, this method will provide a vehicle by which to apply the theories, concepts, and analytical devices. Finally, the discussion forum provides an opportunity to argue your position and to learn from others by listening to their comments and criticisms.

We recommend that you read your materials more than once. As part of your preparation for class, it is expected that you analyze the materials in your group. In class, we will examine completely all aspects of the situation: facts, assumptions, alternatives, and recommendations.

Midterm Paper Guideline :
Written Examination OR Group Project OR Group Presentation OR Individual Project

Final Assessment Guideline :
Written Examination OR Group Project OR Group Presentation OR Individual Project

References :

- Mass Communication Theory: Foundations, Ferment, and Future, 6th Edition
  Stanley J. Baran Bryant University
  Dennis K. Davis Pennsylvania State University
  ISBN-10: 0495898872 | ISBN-13: 9780495898870

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