

UNIVERSITY OF LOUISVILLE

COMM 305 Introduction to Mass Communications Sample Course Outline Panama Program

Course Description

COMM 305 is a survey course of the major functions, strategies, rights and responsibilities of various mass media that will provide you with the necessary critical tools to reflect upon, understand, and challenge the power exerted by the mass media.

Course Goals

Through description, analysis, interpretation and evaluation of historical and contemporary trends, you will develop a deeper understanding of the economic, social, and cultural functions and responsibilities of the mass media in democratic society.

The specific goals are:

- To become informed and critical users of mass media
- To develop an understanding of the historical evolution of each medium from books to newspapers to radio to television to the internet
- To understand the theoretical foundations of mass communication research
- To develop and nurture a cultural approach to the study of mass communication
- To understand how technology and economics have changed the formats and impacts of the mass media in contemporary societies

Required Text

Stanley J. Baran, *Introduction to Mass Communication* (8th Edition), McGraw Hills

Course Topics

Introduction to course Chapter 1: Mass Communication, Culture, and Media Literacy
Chapter 13: Theories and Effects of Mass Communication Chapter 14: Media Freedom, Regulation, and Ethics
Movie: <i>All the President's Men</i> , movie discussion

<p>Chapter 3: Books, Chapter 4: Newspapers,</p>
<p>Chapter 5: Magazine, Movie: <i>Shattered Glass</i>, movie discussion</p>
<p>Chapter 6: Film, Chapter 7: Radio, Recording, and Popular Music</p>
<p>Chapter 8: Television, Cable, and Mobile Video Movie: <i>Wag the Dog</i>, movie discussion</p>
<p>Chapter 9: Video Games, Chapter 10: The Internet and the World Wide Web Movie: <i>Hackers</i>, movie discussion</p>
<p>Chapter 11: Public Relations, Chapter 12: Advertising</p> <p style="text-align: center;">•</p>