

COMMUNICATION
Student Learning Outcome Alignment Form

Course Prefix/Number: COMM 1307

Course Title: Introduction to Mass Communication

| Core Objective | Course SLO | General Learning Activities | Assessment |
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| Critical Thinking Skills | 1. Understand what distinguishes mass communications from other types of communication. 2. Understand the history of the eight basic forms of mass communications. 3. Understand the social aspects of our society that contributed to the formation of each type of mass communications. 4. Understand how each type of mass communication changed society. | Students will examine a current event (i.e., the Boston Marathon explosions). Students will discuss how newspapers, radio, television, and the Internet cover a current national event. The focus will be primarily on media convergence, which is the fusion of media content platforms into digital communication platforms. The instructor will demonstrate and explain how journalism is constantly reinventing itself for the digital millennium. | Current Event Discussion- In-Class Assignment Rubric - Critical Thinking Rubric |
| Empirical & Quantitative Skills | 1. Understand what distinguishes mass communications from other types of communication. 2. Understand the history of the eight basic forms of mass communications. 3. Understand the social aspects of our society that contributed to the | Students will take test on material covered in class. Students will be responsible for reading and analyzing material. Instructor will lecture on the history of the world's communications, beginning with cavemen drawings on cave walls and continuing through the invention of the Internet. | Chapter Tests /Final Exam– Individual Assignment Rubric – Empirical & Quantitative Rubric |

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| | <p>formation of each type of mass communications.</p> <p>4. Understand how each type of mass communication changed society.</p> | | |
| <p>Teamwork</p> | <p>3. Understand the social aspects of our society that contributed to the formation of each type of mass communications.</p> <p>4. Understand how each type of mass communication changed society.</p> | <p>Students will discuss and explore topics from chapters in their textbook. This assignment consists of critical thinking, research, and a written and oral presentation. Students will have the opportunity to work in groups to share ideas.</p> <p>Students will have several topic options for each Content Interaction Paper/Presentation. For example:</p> <ul style="list-style-type: none"> • Students will research and select a current photograph that is appearing regularly in the media that effectively conveys the story of an important national or international crisis. Ask students to critically analyze and then describe why this image is having, or will have, a significant impact on the American public's attitude, response and collective memory of the crisis depicted. • Students must research and offer their critical analysis of how one of today's major multi-national media conglomerates, such as News Corp. or Time-Warner or | <p>Content Interaction Papers/Presentations – Individual assignment grade and group assignment grade – Collaborative Grading Rubric – Teamwork Rubric</p> |

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| | | <p>The Disney Company, directly or indirectly influences either greater international cultural understanding or increased cultural conflicts or both.</p> <ul style="list-style-type: none">• Have students find a current national news story where it is apparent that a PR campaign is driving the news coverage and public debate, and discuss if the PR involvement in story is having a positive or negative effect on public attitudes toward the company, product, government agency, or individuals involved.• Students must imagine that they are a new author who has just completed what he/she hopes will be a breakout novel. They have been rejected (a common experience) by a number of major publishing houses but have received an offer from a small publisher. The alternative is to self-publish digitally and sell the book via a website and on Amazon.com for Kindle. Students are to research and then discuss the pros and cons of the two options and argue for the option that they think they would undertake in such a scenario.• Have students locate the Internet sites of three leading newspapers and compare and contrast how | |
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| | | <p>these newspapers' Internet sites are attempting to reinvent themselves for the Digital Age. Students should include in their analysis such issues as story positioning and length, layout, format, presence and positioning of advertising, use of photographs, video segments, and interactive features.</p> | |
| <p>Social Responsibility</p> | <p>3. Understand the social aspects of our society that contributed to the formation of each type of mass communications.</p> <p>4. Understand how each type of mass communication changed society.</p> | <p>Students will demonstrate an understanding of how others may see, interpret and experience the world differently through class discussions and Content Interaction Papers/Presentations. Examples of topics for this activity include:</p> <ul style="list-style-type: none"> • Have students select a popular media celebrity and discuss how his or her work and career has influenced how the American public views and accepts the minority group that he or she represents. • Have students select a popular movie or television series that in their view has significantly changed how mainstream America views a particular ethnic, racial or gender minority. Critically analyze what it is about the selected movie or television series presentation of story and characters that is responsible for | <p>Content Interaction Papers/Presentations – Individual assignment grade – Social Responsibility Rubric</p> |

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| | | its having such an important impact. | |
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