

COM 150 : Intro. to Mass Comm.

This course introduces print and electronic media and the new information technologies in terms of communication theory and as economic, political, and social institutions. Topics include the nature, history, functions, and responsibilities of mass communication industries in a global environment and their role and impact in American society. Upon completion, students should be able to demonstrate awareness of the pervasive nature of mass media and how media operate in an advanced post-industrial society.

Credits 3

Class Hours 3

Lab Hours 0

Clinical Experience Hours 0

State Prerequisites

ENG 111

Notes

This course has been approved for transfer under the CAA as a pre-major and/or elective course requirement.
This course has been approved for transfer under the ICAA as a pre-major and/or elective course requirement.