**Mohawk Valley Community College**

**Utica and Rome, New York**

**Course Outline**

**EN295 Mass Communications C-3, Cr-3**

**Course Description:**

This course introduces the history, theory, processes, effects, and issues of mass media in American society. It explains how emerging technologies shape the way we communicate and affect us as individuals and societies. Topics include electronic, print, radio, television, film and digital media.

**Prerequisites:** EN102: Ideas & Values in Literature

**Student Learning Outcomes:**

Upon the successful completion of this course, students will be able to:

1. Describe the historical background of mass media

2. Differentiate between the varying communications processes of the various mass media

3. Analyze the relationship between politics, culture, and mass media

4. Evaluate the influence of mass media on society

5. Analyze the intersection of mass media and the individual

6. Apply major mass media communication theories to contemporary media

7. Create a mass media product that demonstrates the knowledge of course topics

**Major Topics:**

• History and forms of mass media, including print, radio, television, social media, and internet communication

• Overview of prevailing theories on media and communications

• Theories about culture and mass media

• Theories about influence and persuasion in mass media

• Theories about public use of mass media

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