

**Clackamas Community College**  
Online Course/Outline Submission System

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**Section #1 General Course Information**

**Department:** Communication Studies

**Submitter**

First Name: Melissa  
Last Name: Jones  
Phone: 3261  
Email: melissaj

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**Course Prefix and Number:** COMM - 212

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**# Credits:** 4

**Contact hours**

Lecture (# of hours): 44  
Lec/lab (# of hours):  
Lab (# of hours):  
Total course hours: 44

For each credit, the student will be expected to spend, on average, 3 hours per week in combination of in-class and out-of-class activity.

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**Course Title:** Mass Media & Society

**Course Description:**

This course takes students through a critical study of the production and consumption of mass media, including television, radio, books, film, news, advertising and the internet. Students also examine the economic and social organization of mass media, the growth of new media technologies, and the relationship between media and the public.

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**Type of Course:** Lower Division Collegiate

Is this class challengeable?

**No**

Can this course be repeated for credit in a degree?

**No**

Is general education certification being sought at this time?

**Yes**

**Check which General Education requirement:**

- Writing
- Oral Communication
- ✓ Arts and Letters**
- Science & Computer Science
- Mathematics
- Social Science
- Cultural Literacy

Is this course part of an AAS or related certificate of completion?

**Yes**

**Name of degree(s) and/or certificate(s):** DMC AAS, Entry Level Journalist

Are there prerequisites to this course?

**No**

Are there corequisites to this course?

**No**

Are there any requirements or recommendations for students taken this course?

**Yes**

**Recommendations:** WRD-098 or placement in WR-121

**Requirements:**

Are there similar courses existing in other programs or disciplines at CCC?

**No**

Will this class use library resources?

**Yes**

Have you talked with a librarian regarding that impact?

**Yes (A 'Yes' certifies you have talked with the librarian and have received approval.)\***

Is there any other potential impact on another department?

**No**

Does this course belong on the Related Instruction list?

**No**

**GRADING METHOD:**

A-F or Pass/No Pass

**Audit: Yes**

When do you plan to offer this course?

- Summer
- ✓ Fall**
- ✓ Winter**
- ✓ Spring**
- Not every term
- Not every year

Is this course equivalent to another?

If yes, they must have the same description and outcomes.

**Yes**

Course Number: J-211 Title: **Mass Media & Society**

Will this course appear in the college catalog?

**Yes**

Will this course appear in the schedule?

**Yes**

**Student Learning Outcomes:**

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

1. define mass media;
2. evaluate the impact of corporate ownership; (AL2)
3. examine current events related to the media; (AL1),(AL2),(CL1)
4. apply media and communication theories to contemporary mass media;
5. compare and contrast the differences between various types of media;
6. evaluate the impact of various media in American society and in other countries; (AL2),(CL1)
7. summarize the impact of advertising and its significance; (IL5)
8. write about media in culture after viewing film, television and Internet content; (AL1)
9. evaluate the impact of new media, such as the Internet, on old media, such as books, magazines and newspapers; (AL1)
10. describe basic media laws, including libel, copyright and fair use. (AL1), (IL5)

## COURSE OUTLINE MAPPING CHART

**Mark outcomes addressed by the course:**

- Mark "C" if this course completely addresses the outcome. Students who successfully complete this course are likely to have attained this learning outcome.
- Mark "S" if this course substantially addresses the outcome. More than one course is required for the outcome to be completely addressed. Students who successfully complete all of the required courses are likely to have attained this learning outcome.
- Mark "P" if this course partially addresses the outcome. Students will have been exposed to the outcome as part of the class, but the class is not a primary means for attaining the outcome and assessment for general education purposes may not be necessary.

**As a result of completing the AAOT/ASOT general education requirements, students will be able to:****WR: Writing Outcomes**

- P** 1. Read actively, think critically, and write purposefully and capably for academic and, in some cases, professional audiences.
- P** 2. Locate, evaluate, and ethically utilize information to communicate effectively.
- P** 3. Demonstrate appropriate reasoning in response to complex issues.

**SP: Speech/Oral Communication Outcomes**

1. Engage in ethical communication processes that accomplish goals.
2. Respond to the needs of diverse audiences and contexts.
3. Build and manage relationships.

**MA: Mathematics Outcomes:**

1. Use appropriate mathematics to solve problems.
2. Recognize which mathematical concepts are applicable to a scenario, apply appropriate mathematics and technology in its analysis, and then accurately interpret, validate, and communicate the results.

**AL: Arts and Letters Outcomes**

- S** 1. Interpret and engage in the Arts & Letters, making use of the creative process to enrich the quality of life.
- S** 2. Critically analyze values and ethics within range of human experience and expression to engage more fully in local and global issues.

**SS: Social Science Outcomes**

1. Apply analytical skills to social phenomena in order to understand human behavior.
2. Apply knowledge and experience to foster personal growth and better appreciate the diverse social world in which we live.

**SC: Science or Computer Science Outcomes**

1. Gather, comprehend, and communicate scientific and technical information in order to explore ideas, models, and solutions and generate further questions.
2. Apply scientific and technical modes of inquiry, individually, and collaboratively, to critically examine the influence of scientific and technical knowledge on human society and the environment.
3. Assess the strengths and weaknesses of scientific studies and critically examine the influence of scientific and technical knowledge on human society and the environment.

**CL: Cultural Literacy Outcome**

1. Identify and analyze complex practices, values, and beliefs and the culturally and historically defined meanings of difference.

**Outcomes Assessment Strategies:**

- |  |  |
|--|--|
| <input type="checkbox"/> General Examination     | <input type="checkbox"/> Projects                              |
| <input type="checkbox"/> Oral Examination        | <input checked="" type="checkbox"/> <b>Writing Assignments</b> |
| <input type="checkbox"/> Presentations           | <input type="checkbox"/> Industry Standards                    |
| <input type="checkbox"/> Thesis/Research Project | <input type="checkbox"/> Multiple Choice Test                  |
| <input type="checkbox"/> Criteria                | <input type="checkbox"/> Portfolios                            |
| <input type="checkbox"/> Rubrics                 | <input type="checkbox"/> Standardized Testing                  |
| <input type="checkbox"/> Journal Writing         | <input type="checkbox"/> Checklist                             |
| <input type="checkbox"/> Performances/Simulation | <input type="checkbox"/> Pre-Post Assessment                   |
| <input type="checkbox"/> Other Assessment Tools: |  |

**Major Topic Outline:**

1. Mass media defined
2. Books
3. Newspapers
4. Magazines
5. Radio
6. Music
7. Television
8. Advertising
9. Internet
10. Government regulation
11. Media law

12. Global media
13. Media ethics
14. Public relations
15. Media business and ownership

Does the content of this class relate to job skills in any of the following areas:

- |                                      |           |
|--------------------------------------|-----------|
| 1. Increased energy efficiency       | <b>No</b> |
| 2. Produce renewable energy          | <b>No</b> |
| 3. Prevent environmental degradation | <b>No</b> |
| 4. Clean up natural environment      | <b>No</b> |
| 5. Supports green services           | <b>No</b> |

Percent of course: 0%

## Section #2 Course Transferability

Concern over students taking many courses that do not have a high transfer value has led to increasing attention to the transferability of LDC courses. The state currently requires us to certify that at least one OUS school will accept a new LDC course in transfer. Faculty should communicate with colleagues at one or more OUS schools to ascertain how the course will transfer by answering these questions.

1. Is there an equivalent lower division course at the University?
2. Will a department accept the course for its major or minor requirements?
3. Will the course be accepted as part of the University's distribution requirements?

If a course transfers as an elective only, it may still be accepted or approved as an LDC course, depending on the nature of the course, though it will likely not be eligible for Gen Ed status.

Which OUS schools will the course transfer to? (Check all that apply)

- |  |   |
|--|---|
| <input checked="" type="checkbox"/> <b>✓ EOU (Eastern Oregon University)</b> | <input checked="" type="checkbox"/> <b>✓ PSU (Portland State University)</b>  |
| <input type="checkbox"/> OIT (Oregon Institute of Technology)                | <input checked="" type="checkbox"/> <b>✓ SOU (Southern Oregon University)</b> |
| <input checked="" type="checkbox"/> <b>✓ OSU (Oregon State University)</b>   | <input checked="" type="checkbox"/> <b>✓ UO (University of Oregon)</b>        |
| <input checked="" type="checkbox"/> <b>✓ OSU-Cascade</b>                     | <input type="checkbox"/> WOU (Western Oregon University)                      |

Identify comparable course(s) at OUS school(s)

Transfers as Humanities or Social Science lower division credit. OSU=COMM-280

How does it transfer? (Check all that apply)

- |  |
|--|
| <input checked="" type="checkbox"/> <b>✓ required or support for major</b>                 |
| <input checked="" type="checkbox"/> <b>✓ general education or distribution requirement</b> |
| <input checked="" type="checkbox"/> <b>✓ general elective</b>                              |
| <input type="checkbox"/> other (provide details):  |

Provide evidence of transferability: (minimum one, more preferred)

- |   |
|---|
| <input checked="" type="checkbox"/> <b>✓ Correspondence with receiving institution (mail, fax, email, etc.)</b> |
| <input type="checkbox"/> Other. Please explain.   |

First term to be offered:

Next available term after approval

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