# **Clackamas Community College**

Online Course/Outline Submission System

Show changes since last approval in red  Reject Publish  Print Edit Delete Back		
Section #1 General Course Information		
Department: Communication Studies		
Submitter		
First Name: Melissa Last Name: Jones Phone: 3261 Email: melissaj		
Course Prefix and Number: COMM - 212		
# 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.		
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.		
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:		
Check which General Education requirement:  Writing Oral Communication  ✓ Arts and Letters Science & Computer Science Mathematics Social Science Cultural Literacy		
Writing  Oral Communication  ✓ Arts and Letters  Science & Computer Science  Mathematics  Social Science		
Writing  Oral Communication  ✓ Arts and Letters  Science & Computer Science  Mathematics  Social Science  Cultural Literacy		
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?		
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		
<ul> <li>Writing</li> <li>Oral Communication</li> <li>✓ Arts and Letters</li> <li>Science &amp; Computer Science</li> <li>Mathematics</li> <li>Social Science</li> <li>Cultural Literacy</li> <li>Is this course part of an AAS or related certificate of completion?</li> <li>Yes</li> <li>Name of degree(s) and/or certificate(s): DMC AAS, Entry Level Journalist</li> </ul>		

No

Recommendations: WRD-098 or placement in WR-121 Requirements:  **retore unifur course activity to other programs or disciplines or CCC?  **No***  **West Alleva on the course activity to other programs or disciplines or CCC?  **No***  **West Alleva on the state on the course activity to other programs or disciplines or CCC?  **No***  *	Are there any requirements or recommendations for students taken this course?		
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#### AAUTAGUT GENERAL EDUCATION OUTCOMES

#### 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.
- § 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: ☐ General Examination Projects Oral Examination ✓ Writing Assignments Presentations Industry Standards ☐ Thesis/Research Project ■ Multiple Choice Test Criteria Portfolios Rubrics Standardized Testing Journal Writing Checklist Performances/Simulation Pre-Post Assessment 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 regulation11. 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 No 2. Produce renewable energy No 3. Prevent environmental degradation No 4. Clean up natural environment No 5. Supports green services No

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?
- Will a department accept the course for its major or minor requirements?
   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)

Next available term after approval

<ul> <li>✓ EOU (Eastern Oregon University)</li> <li>□ OIT (Oregon Institute of Technology)</li> <li>✓ OSU (Oregon State University)</li> <li>✓ OSU-Cascade</li> </ul>	<ul> <li>✓ PSU (Portland State University)</li> <li>✓ SOU (Southern Oregon University)</li> <li>✓ UO (University of Oregon)</li> <li>WOU (Western Oregon University)</li> </ul>	
dentify comparable course(s) at OUS school(s)		
Transfers as Humanities or Social Science lower division credit. OSU=COMM-280		
low does it transfer? (Check all that apply)		
<ul> <li>✓ required or support for major</li> <li>✓ general education or distribution requirement</li> <li>✓ general elective</li> <li>other (provide details):</li> </ul>		
Provide evidence of transferability: (minimum one, more preferred)		
<ul> <li>✓ Correspondence with receiving institution (mail, fax, email, etc.)</li> <li>Other. Please explain.</li> </ul>		
First term to be offered:		