

# **JOURNALISM 1100**

## **Introduction to Mass Communication**

**This is an information sheet only, not the course syllabus.**

### **COURSE DESCRIPTION**

Overview of the mass media as a functionally integrated system with emphasis on the historical development, nature, functions and responsibilities in a global environment, in addition to the role of mass media in American society and the effect on consumer attitudes, expectations and behaviors. (3 credit hours)

### **COURSE MATERIALS**



*Introduction to Mass Communication, Media Literacy and Culture,*  
6<sup>th</sup> Edition by Stanley J. Baran, McGraw-Hill Companies, 2010.  
**ISBN-13: 978-0-07-337890-9**

### **COURSE EVALUATION/GRADING**

Your final grade will be based on the total number of points earned.

<b>Activity</b>	<b>Points</b>
2 exams @ 150 points each	300
15 assignments @ 20 points each	300
30 unit tests @ 5 points each	150
15 unit discussions @ 10 points each	150

<b>Grade</b>	<b>Percentage</b>
A	100 - 90%
B	89.9 - 80%
C	79.9 - 70%
D	69.9 - 60%

### **SATISFACTORY/FAIL OPTION**

The S/F grade option is available to students in this course. Contact the instructor or refer to the syllabus for details and conditions.

### **INCOMPLETE GRADE POLICY**

The Incomplete grade option is not available to students in this course.