

Course Title & Number: COM 101 Introduction to Mass Communication

Competency Area: SOCIAL PHENOMENA KNOWLEDGE / UNDERSTANDING (Goal: Students will develop an increased understanding of the influences that shape a person’s, or group’s attitudes, beliefs, emotions, symbols, and actions, and how these systems of influence are created, maintained, and altered by individual, familial, group, situational or cultural means.)

Faculty submitting the Learning Outcomes: Lenoce

Date: September 2013

[Instructions: Please match the Learning Outcomes in the left hand column to those of the course you are submitting for Gen Ed approval. List the corresponding course outcomes in the right hand column to indicate a match.]

BOR TAP’s Learning Outcomes	Corresponding Outcomes for Course Named Above
1. Explain social, organizational, political, economic, historical, or cultural elements that influence and are influenced by individuals and groups.	1. Recognize the historical role and social impact of media in American society. 2. Identify the current structure of the newspaper, magazine, film, radio, television and Internet industries and their diverse audiences. 3. Examine the legal and regulatory framework that frame freedom of expression and media regulation through the oral and written analysis of current media issues.
2. Summarize different theories and research methods used to investigate social phenomena.	1. Examine the legal and regulatory framework that frame freedom of expression and media regulation through the oral and written analysis of current media issues. 2. Explain basic concepts of media theory, research, and effects. 3. Develop media literacy skills by critically evaluating contemporary national and global media messages.
3. Explain ethical issues pertaining to social contexts and phenomena.	1. Demonstrate awareness of the roles and ethical responsibilities of professionals in journalism, public relations and advertising, through the review of each industries code of ethics and by producing an analysis paper (journalism) and creative presentation (public relations and advertising) to demonstrate application within each field. 2. Examine the legal and regulatory framework that frame freedom of expression and media regulation through the oral and written analysis of current media issues.
4. Explain issues of diversity within and across cultures.	1. Recognize the historical role and social impact of media in American society. 2. Identify the current structure of the newspaper, magazine, film, radio, television and Internet industries and their diverse audiences.
5. Apply concepts or theories of social phenomena to real world situations. (e.g., service learning, group work, clubs, organizations,	1. Design media messages using the channels of mass communication by analyzing audiences, applying social scientific research methods and academic documentation, and employing the ethical standards in each industry as students create media including

civic engagement, conflict resolution, and internships).	blogs, podcasts, and wikis. 2. Demonstrate awareness of the roles and ethical responsibilities of professionals in journalism, public relations and advertising, through the review of each industries code of ethics and by producing an analysis paper (journalism) and creative presentation (public relations and advertising) to demonstrate application within each field.
	<i>Additional Outcomes</i>