

COMM103 : Introduction to Mass Media

Studies the impact on our daily lives of television, radio, films, magazines and newspapers and online media. Students examine how the media influence politics, purchases, and entertainment, and how they affect the culture in shaping beliefs and attitudes. It discusses how each of the media operates and what each accomplishes. By developing their media literacy, students are able to examine the gap between real life and “mediated” reality.

Credits 3

Lecture Hours 3

Lab/Clinical/Field Study Hours 0

Prerequisites

ENGL080 with a grade of C or better or placement into ENGL101