**ESSEX COUNTY COLLEGE**

**Human­­ities Division**

**ENG 151 – Mass Communication and Popular Culture**

**Course Outline**

**Course Number & Name:** ENG 151 Mass Communication and Popular Culture

**Credit Hours:**  3.0 **Contact Hours:**  3.0 **Lecture:** 3.0 **Lab:**  N/A **Other:**  N/A

**Prerequisites**:  Grade of “C” or better in ENG 101 or placement

**Co-requisites:** None **Concurrent Courses:** None

**Course Outline Revision Date:**  Fall 2010

**Course Description**: This course surveys and examines mass communications, concentrating on radio, television, film, and other electronic and print media forms. The expression of popular culture through the mass media is analyzed and evaluated.

**Course Goals:** Upon successful completion of this course, students should be able to do the following:

1. explain the historical development of various mass media;
2. analyze and discuss various media and their impact on and relation to society;
3. research and discuss possible careers in media industries; and
4. infer future trends in mass media.

**Measurable Course Performance Objectives (MPOs)**: Upon successful completion of this course, students should specifically be able to do the following:

1. Explain the historical development of various mass media:

1.1 *recognize key historical figures, events and movements in mass media;* and

1.2 *explain the significance of key historical figures, events and movements in mass media*

1. Analyze and discuss various media and their impact on and relation to society:

2.1 *formulate and present arguments on mass media effects using established research;* and

2.2 *document exposure to media technology in daily life and infer possible effects*

3. Research and discuss possible careers in media industries:

3.1 *research employment trends, market conditions and careers for various media industries and communicate these findings in an oral presentation*; and

3.2 *produce at least one media project in an industry of interest*

**Measurable Course Performance Objectives (MPOs)** (continued):

4.    Infer future trends in mass media:

4.1 *assess and describe historical and current trends in mass media*; and

4.2 *predict and discuss future trends in mass media industries based on these assessments*

**Methods of Instruction**: Instruction will consist of a combination of lecture, demonstration, screenings and group presentations.

**Outcomes Assessment:** Rubrics are used to score production projects, essays and group presentations. Quiz questions are blueprinted to course objectives. Data is collected and analyzed to determine the level of student performance on these assessment instruments in regards to meeting course objectives. The results of this data analysis are used to guide necessary pedagogical and/or curricular revisions

**Course Requirements:** All students are required to:

1. Read the textbook and complete all assigned readings.

2. Be an active participant in class discussions and activities.

3.    Complete all required assignments, including projects and the group presentation on time. Take all quizzes as scheduled.

**Methods of Evaluation:** Final course grades will be computed as follows:

**% of**

**Grading Components final course grade**

* **Class Participation 25%**

Class participation includes attendance, completing class assignments, and involvement in class discussion. Assignments and discussion will provide evidence of student mastery of course objectives.

* **Projects/**Group Presentations  **25%**

Students plan and execute a variety of projects, including PowerPoint presentations, media productions and observational essays, which are assessed to determine mastery of course objectives.

* **Quizzes**  **25%**

Quizzes will provide evidence of student achievement of course objectives.

* **Final Essay**  **25%**

The Final Essay will provide evidence of comprehensive student mastery of course objectives.

**Academic Integrity:** Dishonesty disrupts the search for truth that is inherent in the learning process and so devalues the purpose and the mission of the College.  Academic dishonesty includes, but is not limited to, the following:

* plagiarism – the failure to acknowledge another writer’s words or ideas or to give proper credit to sources of information;
* cheating – knowingly obtaining or giving unauthorized information on any test/exam or any other academic assignment;
* interference – any interruption of the academic process that prevents others from the proper engagement in learning or teaching; and
* fraud – any act or instance of willful deceit or trickery.

Violations of academic integrity will be dealt with by imposing appropriate sanctions.  Sanctions for acts of academic dishonesty could include the resubmission of an assignment, failure of the test/exam, failure in the course, probation, suspension from the College, and even expulsion from the College.

**Student Code of Conduct:** All students are expected to conduct themselves as responsible and considerate adults who respect the rights of others. Disruptive behavior will not be tolerated. All students are also expected to attend and be on time all class meetings. No cell phones or similar electronic devices are permitted in class. Please refer to the Essex County College student handbook, *Lifeline*, for more specific information about the College’s Code of Conduct and attendance requirements.

**Course Content Outline:** based on the text by Campbell, et al.  Media & Culture (2011 update); published by Beford/St. Martin's.

**Week Chapter/Topic**

1. Course introduction | Media Technology Evolution | Peruse media timeline
2. Books | Read Chapter 10
3. Print Journalism and Ethnic Media | Read Chapter 8 | **Quiz 1**
4. Radio | Read Chapter 4
5. Film | Read Chapter 7 | **Quiz 2**
6. Television | Read Chapter 5
7. **Group Presentations**
8. Advertising | Read Chapter 11
9. Public Relations | Read Chapter 12 | **Quiz 3**
10. Internet | Read Chapter 2 | **Media Effects Project**
11. Media Effects and Ethical Issues
12. Mobile Technology | Assigned readings/screenings
13. The future of media | **Final Essay due**
14. **Final projects due**
15. Wrap-up and conferences