

**J. Sargeant Reynolds Community College**  
**Course Content Summary**

**Course Prefix and Number:** CST 114      **Credits:** 3

**Course Title:** Survey of Mass Media

**Course Description:**

Examines the history and current understanding of mass communication. Covers print media (newspapers, magazines, and books), electronic media (radio, television, film, the Internet), advertising, public relations, and mass media theory, research, and ethics.

**General Course Purpose:**

The purpose of this course is to introduce students to historic and current examples of the media and media products in order to discover media influence on our society and the individual. Through a variety of methods, which may include lecture, discussion, small group work, projects, etc., students will explore media within the context of history and the modern world in order to learn the social, economic, cultural, and political roles of media and its impact on people's perception of the world in order to become more critical users of media and media content.

**Course Prerequisites and Co-requisites:**

None

**Student Learning Outcomes:**

Upon completing the course, the student will be able to

- define the history and contemporary status of mass media print, film, radio, television, the internet and new communication technologies;
- discriminate among degrees of credibility, accuracy, and reliability of inferences drawn from given data (Gen. Ed. 2.1);
- analyze media structure, process, and role in society;
- recognize the role of culture in communication (Gen. Ed. 1.3);
- demonstrate an understanding of media ethics;
- evaluate media and media content as it relates to society and the individual;
- apply media research to the construct of social reality.
- The student will demonstrate mastery of critical thinking skills by completing a project with a written report which
  - discriminate[s] among degrees of credibility, accuracy, and reliability of inferences drawn from given data (Gen. Ed. 2.1);
- In this course, the following VCCS General Education Outcomes are supported:
  - recognize[s] the role of culture in communication (Gen. Ed. 1.3);
  - discriminate among degrees of credibility, accuracy, and reliability of inferences drawn from given data (#2.1)

**Major Topics to Be Included:**

1. Print media (books, newspapers and/or magazine)
2. Visual and audio media (radio, television, movies and/or recording)
3. Web, internet, and technology media
4. International media
5. Journalism, public relations and advertising
6. Media regulations
7. Media ethics
8. Mass communication research

**Effective Date/Updated:** March 29, 2023