

COMM 228 : Mass Communication and Society

Surveys media of mass communication and the effects on society. Introduces the history, development and technological advances of mass communication systems and their subsequent role in society, public discourse and the individual. Includes an analysis of print and broadcast journalism, advertising, public relations, television, film and new media.

Credits 4

Prerequisites

Equivalent placement test scores also accepted.

Subject

[Communication Studies](#)

Course Outcomes

Upon successful completion, students should be able to:

- Use an understanding of the effects of mass media on culture and society in order to make responsible personal and professional decisions.
- Recognize the connection between journalistic/media freedoms and democracy in order to maintain balance between freedom of the press and freedom of the society.
- Provide community leadership through the recognition of the political and economic influence of the media.
- Critically and thoughtfully respond to both explicit and implicit communication of media.

Prerequisite Courses

[WR 115](#)

[RD 115](#)