## Foothill College Course Outline of Record

<table>
<thead>
<tr>
<th>Heading</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Units:</td>
<td>5</td>
</tr>
<tr>
<td>Hours:</td>
<td>5 lecture per week (60 total per quarter)</td>
</tr>
<tr>
<td>Advisory:</td>
<td>Demonstrated proficiency in English by placement via multiple measures OR through an equivalent placement process OR completion of ESLL 125 &amp; ESLL 249; not open to students with credit in JRNL 2.</td>
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<tr>
<td>Degree &amp; Credit Status:</td>
<td>Degree-Applicable Credit Course</td>
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<tr>
<td>Foothill GE:</td>
<td>Non-GE</td>
</tr>
<tr>
<td>Transferable:</td>
<td>CSU/UC</td>
</tr>
<tr>
<td>Grade Type:</td>
<td>Letter Grade (Request for Pass/No Pass)</td>
</tr>
<tr>
<td>Repeatability:</td>
<td>Not Repeatable</td>
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<tr>
<td>Formerly:</td>
<td>JRNL 2</td>
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### Description

The study of mass media and media technology as applied to society. Includes a study of media functions, responsibilities, practices, and influences, as well as a study of media history, development, and impact in shaping modern culture.

### Course Objectives

The student will be able to:
A. critically analyze the use of mass media in the areas of information, entertainment, and persuasion.
B. gain experience in the evaluation of mass communication content and practices.
C. examine the legal and ethical challenges facing modern media outlets.
D. practice audience analysis with emphasis on cultural background.
E. analyze the changing role of mass media in our increasingly diverse society.

### Course Content

A. Critical analysis of media use
1. Historical development and current structure of mass media, including examination of communication theories, models, and processes.
3. Journalism trends, including the evolution of creation, distribution, and exhibition of mass communication, as well as its changing audience.
B. Evaluation of communication media
1. History, growth, and development of print media.
a. Newspapers: students will discuss the concept of news and how editors select stories for regional and national newspapers.
b. Magazines: students will critically examine magazine content and advertising.
2. Evolution of electronic media.

### Special Facilities and/or Equipment

A. Computer with internet connection, projector, viewing screen, DVD/VCR.
B. When taught as a hybrid course via Foothill Global Access: ongoing access to computer with email software and capabilities; email address; JavaScript enabled internet browsing software.

### Method(s) of Evaluation

Methods of Evaluation may include but are not limited to the following:
A. Individual or group project
B. Written outline
C. Research paper
D. Written examination

### Method(s) of Instruction

Methods of Instruction may include but are not limited to the following:
A. Lecture
B. Discussion
C. Cooperative learning exercises
D. Electronic discussions/chat
E. Demonstration
Representative Text(s) and Other Materials

Types and/or Examples of Required Reading, Writing, and Outside of Class Assignments
A. Reading assignments from text and outside sources.
B. Online discussion participation in response to prompt.
C. Journal entries related to course content.
C. Video, audio, animation and/or webpage presentations.

Discipline(s)
Communication Studies, Journalism