



**El Camino College**  
**COURSE OUTLINE OF RECORD – Official**

<b>Subject:</b>	COMS
<b>Course Number:</b>	265H
<b>Descriptive Title:</b>	Honors Mass Communication
<b>Division:</b>	Behavioral and Social Sciences
<b>Department:</b>	Communication Studies (Speech Communications)
<b>Course Disciplines:</b>	Communication Studies (Speech Communications)
<b>Catalog Description:</b>	<p>In this honors course, intended for students in the Honors Transfer Program, students will explore the history and effects of major forms of mass media in U.S. society, including television, radio, cinema, print, and new media. It encourages critical analysis of media messages and their cultural impact. The course appreciates works of philosophical, historical, literary, aesthetic, and cultural importance, recognizes diverse contributions to civilization, and promotes a humanizing perspective for holistic personal development.. This honors course is enriched through extensive, rigorous reading, writing, and research assignments.</p> <p>Note: Students may take either Communication Studies 265 or Communication Studies 265H. Duplicate credit will not be awarded.</p>
<b>Prerequisite:</b>	
<b>Co-requisite:</b>	
<b>Recommended Preparation:</b>	Eligibility for English 1A
<b>Enrollment Limitation:</b>	
<b>Hours Lecture (per week):</b>	3
<b>Hours Laboratory (per week):</b>	0
<b>Outside Study Hours:</b>	6
<b>Total Course Hours:</b>	54
<b>Course Units:</b>	3
<b>Grading Method:</b>	Letter Grade only
<b>Credit Status:</b>	Credit, degree applicable
<b>Transfer CSU:</b>	Yes
<b>Effective Date:</b>	FALL 2025
<b>Transfer UC:</b>	Yes
<b>Effective Date:</b>	pending
<b>General Education ECC:</b>	Area 2C - Social and Behavioral Science, Area 4B - Language and Rationality: Communication and Analytical Thinking
<b>Term:</b>	
<b>Other:</b>	
<b>CSU GE:</b>	Area D - Social Sciences
<b>Term:</b>	

<b>Other:</b>	
<b>IGETC:</b>	Area 4 - Social and Behavioral Sciences
<b>Term:</b>	
<b>Other:</b>	
<b>Student Learning Outcomes:</b>	<p><b>SLO #1 Knowledge of Course Content</b> Evaluate works of philosophical, historical, literary, aesthetic, and cultural importance in the context of mass media.</p> <p><b>SLO #2 Media Impact</b> Critically analyze different forms of mass media, demonstrating an understanding of their historical development, cultural significance, and effects on society.</p> <p><b>SLO #3 Prepare and Present Analyze Media Research:</b> Conduct and analyze independent research on media-related theories, concepts, or topics, demonstrating an understanding of appropriate methodologies and the ability to interpret and present findings.</p>
<b>Course Objectives:</b>	<ol style="list-style-type: none"> <li>1. Analyze the historical development of various forms of mass media such as television, radio, cinema, print, and new media.</li> <li>2. Analyze the influence of mass media on societal structures and individual behavior using social science research methods.</li> <li>3. Evaluate the effects of mass media on individuals and U.S. culture.</li> <li>4. Critically assess media messages for their philosophical, historical, literary, aesthetic, and cultural significance.</li> <li>5. Understand and appreciate the contributions made by diverse individuals and cultural groups to mass media.</li> <li>6. Examine the contributions and perspectives of men, women, and of other ethnic minorities and a comparative perspective of both Western and non-Western societies through the study of mass media.</li> <li>7. Apply a humanizing perspective in the analysis of mass media content.</li> <li>8. Understand the legal framework governing mass media and its implications for society.</li> <li>9. Critically analyze the role of journalism in society and its influence on public opinion.</li> <li>10. Develop an understanding of the aesthetic elements in various forms of mass media and their impact on audience perception.</li> <li>11. Understand the role and significance of public relations in mass communication.</li> <li>12. Evaluate the influence of advertising on consumer behavior and societal norms.</li> <li>13. Analyze the cultural impact of the internet and digital media.</li> <li>14. Understand the evolution and significance of video games as a form of mass communication.</li> <li>15. Critically assess the cultural and societal impact of recorded music.</li> </ol>
<b>Major Topics:</b>	<ol style="list-style-type: none"> <li>I. <b>Course Introduction &amp; Books (3 hours, lecture)</b> <ol style="list-style-type: none"> <li>A. Overview of Mass Communication, its evolution, effects, and significance in the area of social sciences and humanities.</li> <li>B. Introduction to the history of books</li> <li>C. Analysis and appreciation of significant literary works</li> </ol> </li> <li>II. <b>Magazines (3 hours, lecture)</b> <ol style="list-style-type: none"> <li>A. Overview of the inception and evolution of magazines</li> <li>B. Recognition of key contributors to the magazine industry</li> </ol> </li> <li>III. <b>Newspapers (5 hours, lecture)</b> <ol style="list-style-type: none"> <li>A. Exploration of the development of newspapers over time</li> </ol> </li> </ol>

	<ul style="list-style-type: none"> <li>B. Analysis of culturally significant newspaper articles</li> <li>C. <i>UNIT 1 EXAM</i></li> </ul>
	<p>IV. <b>Video Games (3 hours, lecture)</b></p> <ul style="list-style-type: none"> <li>A. Understanding the history and cultural impact of video games</li> <li>B. Analysis of the philosophical and aesthetic elements in video games</li> </ul>
	<p>V. <b>The Internet (3 hours, lecture)</b></p> <ul style="list-style-type: none"> <li>A. Study of the inception, evolution, and current state of the internet</li> <li>B. Recognition of the contributions made by various individuals/groups to the development of the internet.</li> </ul>
	<p>VI. <b>Advertising (3 hours, lecture)</b></p> <ul style="list-style-type: none"> <li>A. Overview of the history and evolution of advertising</li> <li>B. Analysis of significant advertising campaigns</li> </ul>
	<p>VII. <b>Public Relations (5 hours, lecture)</b></p> <ul style="list-style-type: none"> <li>A. Exploration of the role and development of public relations in mass communication</li> <li>B. Analysis of successful public relations strategies</li> <li>C. <i>UNIT 2 EXAM</i></li> </ul>
	<p>VIII. <b>Legal Aspects of Mass Media (3 hours, lecture)</b></p> <ul style="list-style-type: none"> <li>A. Understanding the legal framework governing mass media</li> <li>B. Analysis of landmark legal cases in mass media</li> </ul>
	<p>IX. <b>Journalism (3 hours, lecture)</b></p> <ul style="list-style-type: none"> <li>A. Overview of the history and evolution of journalism</li> <li>B. Recognition of the contributions made by various journalists to society.</li> </ul>
	<p>X. <b>Media Effects and Research (5 hours, lecture)</b></p> <ul style="list-style-type: none"> <li>A. Understanding the effects of media on society</li> <li>B. Analysis of significant media research studies</li> <li>C. <i>UNIT 3 EXAM</i></li> </ul>
	<p>XI. <b>Radio (3 hours, lecture)</b></p> <ul style="list-style-type: none"> <li>A. Exploration of the inception, evolution, and current state of radio</li> <li>B. Analysis of culturally significant radio broadcasts</li> </ul>
	<p>XII. <b>Television (3 hours, lecture)</b></p> <ul style="list-style-type: none"> <li>A. Overview of the history and evolution of television</li> <li>B. Recognition of the contributions made by various individuals and groups to the development of television.</li> </ul>
	<p>XIII. <b>Movies (3 hours, lecture)</b></p> <ul style="list-style-type: none"> <li>A. Understanding the history and cultural impact of movies</li> <li>B. Analysis of significant films from a variety of cultures (<i>i.e. Bollywood, China Cinema Industry, Brazil, Japanese Cinema</i>)</li> </ul>
	<p>XIV. <b>Recorded Music (3 hours, lecture)</b></p> <ul style="list-style-type: none"> <li>A. Exploration of the development of recorded music over time</li> <li>B. Analysis of culturally significant musical recordings</li> </ul>
	<p>XV. <b>Student Presentations / Course Review (3 hours, lecture)</b></p> <ul style="list-style-type: none"> <li>A. Student Presentations for Recorded Music</li> <li>B. Review of the unit material</li> </ul>
	<p>XVI. <b>Review for Final UNIT exam (3 hours, lecture)</b></p> <ul style="list-style-type: none"> <li>A. <i>UNIT 4 Exam</i></li> </ul>
<b>Total Lecture Hours:</b>	54
<b>Total Laboratory Hours:</b>	0
<b>Total Hours:</b>	54
<b>Primary Method of Evaluation:</b>	1) Substantial writing assignments

<b>Typical Assignment Using Primary Method of Evaluation:</b>	Write a four- to five-page paper analyzing the impact and effects of existing media platforms (Radio, TV, Film, Music, Books, Magazines, Newspapers, Internet, PR, Advertising, etc). Content should exhibit awareness of issues in today’s society affected by media such as gender roles, media portrayals of specific demographic groups, public perceptions, influences of mediated images on consumers, media literacy, etc .
<b>Critical Thinking Assignment 1:</b>	In a four- to six-page paper, citing mass communication research and theories, analyze examples of mediated images distributed via media platforms such as television, internet, social media, etc. to evaluate the historical, cultural, political, psychological, and ethical implications that media images can or have had on public opinion, cultural norms, and social behaviors.
<b>Critical Thinking Assignment 2:</b>	In a five- to seven-page research paper citing peer reviewed empirical research using qualitative or quantitative methods on mass communication concepts and theories, students will conduct an in-depth analysis of the influence that mass media has on a specific areas of mass media effects (ie. influence on public opinion, consumer behavior, or social change). This assignment will be enriched for the honors course by including the following items. 1. Students will develop a five- to seven-minute oral presentation with visuals that discusses their findings and suggest methods related to media literacy to mitigate the effects of influential media content on society. 2. A 150 word scholarly journal style abstract that includes the background, relevant context, main argument(s), data, conclusions and contributions.
<b>Other Evaluation Methods:</b>	Multiple Choice, Other Exams, Term or Other Papers, True/False, Written Homework
<b>If Other:</b>	
<b>Instructional Methods:</b>	Discussion, Group Activities, Lecture, Multimedia presentations
<b>If other:</b>	
<b>Work Outside of Class:</b>	Answer questions, Journal (done on a continuing basis throughout the semester), Required reading, Study, Written work (such as essay/composition/report/analysis/research)
<b>If Other:</b>	
<b>Up-To-Date Representative Texts:</b>	Campbell, Martin, Fabos, <u>Media &amp; Culture: An Introduction to Mass Communication</u> 13th Edition 2021 Bedford/St. Martins. (Discipline Standard) Biagi, <u>Media/Impact: An Introduction to Mass Media</u> , 12th Edition, Cengage Learning, 2016. (Discipline Standard)
<b>Alternative Texts:</b>	
<b>Required Supplementary Readings:</b>	Bernard Goldberg, <u>Bias</u> , 1st Edition, Regnery Publishing, 2001. (Discipline Standard)
<b>Other Required Materials:</b>	
<b>Requisite</b>	
<b>Category</b>	
<b>Requisite course:</b>	
<b>Requisite and Matching skill(s): Bold the requisite skill. List the corresponding course</b>	

<b>objective under each skill(s).</b>	
<b>Requisite Skill:</b>	
<b>Requisite Skill and Matching skill(s): Bold the requisite skill(s). if applicable</b>	
<b>Requisite course:</b>	
<b>Requisite and Matching skill(s): Bold the requisite skill. List the corresponding course objective under each skill(s).</b>	
<b>Requisite Skill:</b>	Eligibility for English 1A
<b>Requisite Skill and Matching skill(s): Bold the requisite skill. List the corresponding course objective under each skill(s). if applicable</b>	<p><b>This course involves reading college level textbooks, developing papers, and answering essay questions. A student's success in this class will be enhanced if they have these skills.</b></p> <p>Summarize, analyze, evaluate, and synthesize college-level texts. Write a well-reasoned, well-supported expository essay that demonstrates application of the academic writing process.</p>
<b>Enrollment Limitations and Category:</b>	
<b>Enrollment Limitations Impact:</b>	
<b>Course Created by:</b>	Larry Leach
<b>Date:</b>	11/01/2023
<b>Original Board Approval Date:</b>	06/17/2024
<b>Effective Term:</b>	FALL 2025