

MCM 3000 — Mass Media

Template use: This version is formatted as a clean, section-neutral master syllabus for website posting. Replace bracketed fields as needed before final distribution.

Course Overview

Course	MCM 3000 — Mass Media
Credits / Contact Hours	3 credits / 3 hours
General Education Area	Flexible Core: Individual and Society (Group D)
Program Status	Required course for Broadcast majors
Modality	[In person / Online synchronous / Online asynchronous / Hybrid]
Instructor	[Name, title, and contact information]
Office / Office Hours	[Location / virtual link / hours]
Term / Section	[Semester, year, and section number]

Course Description

Analysis of mass media to discover the way information is perceived and influences behavior. Extensive use may be made of films, recordings, video, and other media texts to examine the message systems employed by individuals, groups, institutions, and political actors. The course focuses on radio, television, newspapers, magazines, film, advertising, and related digital media.

Student Learning Outcomes

1. Gather, interpret, and assess information from a variety of sources and points of view.
2. Evaluate evidence and arguments critically or analytically.
3. Produce well-reasoned written or oral arguments using evidence to support conclusions.
4. Identify and apply theories of mass communication and explain how they describe media effects on individuals and society.
5. Examine how different media forms alter perception of the world.
6. Articulate how unethical data distortion can delay solutions to major social problems.
7. Identify the evolution of media technologies, their international dissemination, and their impact on decision-making.

Course Materials

- Zero Textbook Cost (ZTC) format may be used, with required readings and media integrated into the learning management system.
- Assigned readings, chapter guides, slides, video selections, and other course materials should be customized by the section instructor.
- Instructors may add discipline-specific or current-event materials to support course objectives.

Evaluation and Grading

- Participation through class discussion — 10%
- Quizzes — 20%
- Formal writing assignment — 30%
- Assignments, blogs, discussions, and/or journals — 20%
- Final exam — 20%

Instructors may adapt assignment labels or delivery format while preserving the overall emphasis on participation, analysis, writing, and summative assessment.

Course Focus

Students examine the relationship between media and culture, the historical development of major media forms, the ethics and economics of media industries, and the influence of media systems on public understanding, civic life, and everyday behavior. The course may include discussion of books, newspapers, magazines, music, radio, film, television, electronic games, the internet, social media, advertising, public relations, and related policy issues.

Tentative Topical Outline

Unit	Topic	Typical materials / assessments
Week 1	Media and culture	Reading, chapter guide, discussion, and introductory writing
Week 2	Media effects	Reading, quiz, journal/discussion
Week 3	Books and publishing	Reading, quiz, journal/discussion
Week 4	Newspapers and news systems	Reading, quiz, journal/discussion
Week 5	Magazines and niche media	Reading, quiz, journal/discussion
Week 6	Music industries	Reading, quiz, journal/discussion
Week 7	Radio, podcasts, and audio culture	Reading, quiz, journal/discussion
Week 8	Film industries and screen culture	Reading, quiz, journal/discussion
Week 9	Television and streaming	Reading, quiz, journal/discussion
Week 10	Electronic games and entertainment media	Reading, quiz, journal/discussion
Week 11	Internet and social media	Reading, quiz, journal/discussion
Week 12	Advertising and public relations	Reading, quiz, discussion, and course synthesis
Finals	Common final exam or approved culminating assessment	Departmental or instructor guidance

Academic Integrity and Responsible Technology Use

Students are expected to uphold Kingsborough Community College standards of academic integrity. Cheating, plagiarism, internet plagiarism, falsification of records, or any other form of academic dishonesty is prohibited. If artificial intelligence tools are permitted for limited course purposes, expectations for disclosure and acceptable use should be clearly stated by the instructor.

Classroom Conduct and Civility

All learning environments should support respectful dialogue and civil participation. Harassment, discrimination, and disruptive behavior are not acceptable in any instructional modality. Students, faculty, and staff share responsibility for maintaining a safe, inclusive, and academically serious environment.

Student Support and Inclusion

- Students may share a preferred name or pronouns with the instructor.
- Accessibility and accommodation requests should be handled through the appropriate college office.
- Section-specific communication, attendance, and late-work policies should be inserted before posting the final section syllabus.