



## SYLLABUS: ENG 114

<b>Course Number Course Name</b>	114 INTRODUCTION TO MASS COMMUNICATIONS
<b>Credit Value (Breakdown of theory and lab credits)</b>	3 Theory
<b>Catalog Course Description</b>	Covers the functions and organization of the mass media system in the United States; analyses the cultural, social, and political impact of mass media, especially TV, on US society. Prerequisite: ENG 111. (3, 3T+0S)
<b>Student Learning Outcomes/Objectives /Competencies of the Course</b>	<ol style="list-style-type: none"> <li>1. Explain basic concepts of journalism and strategic communication, as well as some of the legal restraints and ethical issues facing media workers.</li> <li>2. Write accurately, fairly, ethically, correctly, and clearly in forms and styles appropriate for communication professionals.</li> <li>3. Recognize news values and the way that professionals critically evaluate information, including an introduction to basic statistics.</li> <li>4. Apply media literacy knowledge and skills.</li> </ol>
<b>College-Wide Student Learning Outcomes</b>	<p>ENG 114 addresses the following College-wide Learning Outcomes:</p> <ul style="list-style-type: none"> <li>• Communication</li> <li>• Information Competency and Research</li> </ul>