



## ENGL 1220 SYLLABUS

<b>Course Number Course Name</b>	ENGL 1220 Introduction to Mass Communications
<b>Credit Value (Breakdown of theory and lab credits)</b>	3 Theory
<b>Catalog Course Description</b>	Course covers the functions and organization of the mass media system in the United States; analyzes the cultural, social, and political impact of mass media on US society.
<b>Course Student Learning Outcomes/Objectives /Competencies</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 measured (General education courses only)</b>	
<b>Program Student Learning Outcomes measured</b>	This course reinforces AA Liberal Arts SLO 1: Demonstrate excellence in oral and written communication.