COURSE OUTLINE

no changes for Fall 2012

3 credits
(3 hrs. lect.)

Course Name  Alpha:  Number:  Title:

CA  101  Power of Advertising

Course (Catalog) description:
A look at the world of mass communication and its interrelationship to our culture. This course studies the impact and relevance of mass media on our society as technology moves us even further into the information age. Emphasis is on how media affects and manipulates popular culture today through the understanding of the relationship between mass communication and culture.

IA. Course Objectives:
1. Develop an understanding of the basic concepts and vocabulary: Culture and Communication
2. Develop an understanding of the interaction of culture and mass communication
3. Develop an understanding of the influences of international communication and culture
4. Develop an understanding of the development of the print media
5. Develop an understanding of the development of the electronic media
6. Develop an understanding of the influences of the media shapers and manipulators
7. Develop an understanding of the issues of media: controls; concerns; and consequences

IB. Student Learning Outcomes:
As a result of this course, the student will be able to:
1. Demonstrate an understanding of the basic concepts and vocabulary: Culture and Communication
2. Demonstrate an understanding of the interaction of culture and mass communication
3. Demonstrate an understanding of the influences of international communication and culture
4. Demonstrate an understanding of the development of the print media
5. Demonstrate an understanding of the development of the electronic media
6. Demonstrate an understanding of the influences of the media shapers and manipulators
7. Demonstrate an understanding of the issues of media: controls; concerns; and consequences

2. Relationship to other courses, the Program, the College’s philosophy and objectives:
This is a beginning course in the Communication Arts program. The course’s emphasis is on mass media as it influences consumers as well as our role as participants in this industry. Communication as it applies to the various media; concept development as it applies to strategy and target markets; and the various issues and concerns that result from such approaches. This course is a broad overview of the industry and is required for subsequent program courses.
3. Course Content:

1. Basic concepts: The Communication Process
   - Information processing: the Media; the Consumer
2. Interaction of culture and mass communication
   - Commercialization of culture; Popular culture
3. International communication and culture
   - Media in other countries
4. Development of the print media
   - Books; Newspapers; Magazines;
5. Development of the electronic media
   - Motion pictures; Radio; Recorded music; Television
6. Media shapers and manipulators
   - Advertising; Public Relations; American politics
7. Media: Controls; Concerns; and Consequences
   - Legal; Ethics; and Effects

4. Possible Text: for Curriculum Committee evaluation purposes

6. Auxiliary (Support) Materials and Content:
   - audio-visual aids
   - projects
   - field trips
   - guest speakers
   - demonstrations

7. Methods of instruction:
   - lectures / demonstrations / projects
   - group discussion / class participation in visual and oral presentations
   - slide and video presentations

8. Methods of Evaluation: (procedure used to determine grade)
Participation in group critique sessions and discussions, individual written assignments, group and individual contributions and participation in written, visual, and oral presentations, exam

9. Resource Requirements and Justification:
A. Changes: This is a new course. It is part of a restructuring and revision of the Commercial Art Program. The Commercial Art Program is introducing a new series of courses to reflect the introduction of new technologies, and the changing nature of the communication environment.
Will this proposal require changes in the following areas:

Staff: No changes. Current practice: taught a working Advertising professional. This is valuable since it provides contact with existing professional standards.

Equipment: No. Access to: Slide projector, video projection equipment.

Other Resources: Reference books for HCC Library.