

**University of Arkansas - Fort Smith**  
**5210 Grand Avenue**  
**P. O. Box 3649**  
**Fort Smith, AR 72913-3649**  
**479-788-7000**

**General Syllabus**

**MCOM 12003 Introduction to Media Communication**

Credit Hours: 3

Lecture Hours: 3

Laboratory Hours: 0

Effective Catalog: 2018-2019

**I. Course Information**

**A. Catalog Description**

A survey of media communication emphasizing its development, role in society, developing technology, and career options. Includes an overview of the media communication major/minor program.

**B. Additional Information - None**

**II. Student Learning Outcomes**

**A. Subject Matter**

Upon successful completion of this course, the student will be able to:

1. Explain how the production, distribution, and exhibition of media has developed and evolved.
2. Explain what the duties and role of media professionals are and how they are changing.
3. Understand the development of media forms and the roles they play in the shaping of current and historical events.

**B. University Learning Outcomes (ULO)**

**Communication Skills (written and oral)**

Students will use communication skills in writing, both in and out of class, and in speaking.

**Global and Cultural Perspectives**

Students will work with other students of diverse backgrounds and will examine the rise and influence of the global media.

### **Ethical Decision Making**

Students will be introduced to the subject of communications ethics and will be expected to demonstrate academic honesty in the materials they produce for the course.

### **III. Major Course Topics**

- A. Media Communication Major Overview
- B. History and development of traditional media forms
- C. Implications of new technology on media communication
- D. Dissemination of news and information
- E. Media communication and politics
- F. Basic review of approaches to media communication research
- G. Careers in media communication
- H. Basic legal and ethical issues in media communication