HOLY ANGEL UNIVERSITY
SCHOOL OF ARTS and SCIENCES
BACHELOR OF ARTS IN COMMUNICATION

COURSE OUTLINE IN INTRODUCTION TO COMMUNICATION MEDIA

COURSE TITLE: Introduction to Communication Media

COURSE CODE: 1INTCOME

NUMBER OF UNITS: 3 units

CONTACT HOURS: 3 hours

Pre-requisite subject/s: None

COURSE REQUIREMENTS: Newspaper article, Radio drama, Short film

COURSE DESCRIPTION: This is a course that ushers you into the discipline of mass communication and gives you a concise and appreciable understanding of the concept of mass communication and its position and role in the society. The course is packaged on a global scale with a view to positioning the students on a pedestal that would make them at par with any entrant into the field of mass communication anywhere in the world.

COURSE LEARNING OUTCOMES:

At the end of the course, students are expected to:

1. Demonstrate an awareness of the history and changing nature of media and its role in society.
2. Recognize how economics, regulation and technology affect each media industry.
3. Demonstrate through essays, their critical and integrative analysis of mass communication and its position and role in the society.
4. Express through a compilation of video presentations, their appreciation on the elements of mass communication.
5. Competently facilitate discussions of theories that illustrate the breadth of the communication field as well as the different intellectual traditions.
6. Develop media literacy skills to become an informed media consumer.
COURSE CONTENT

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<tr>
<th>MIDTERM PERIOD</th>
<th>FINAL PERIOD</th>
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<tr>
<td>1. Definition of Communication</td>
<td>11. Magazine and Special Interest Publications</td>
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<td>2. Functions of Communication</td>
<td>12. Broadcasting and Recording Industry</td>
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<td>5. Models of Communication</td>
<td>15. Television in the Philippines</td>
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<td>7. Features of Mass Communication</td>
<td>17. New Media</td>
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<td>9. Media Platforms (Journalism,</td>
<td>19. Film Appreciation</td>
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<td>Broadcasting, Public Relations,</td>
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<td>Advertising)</td>
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<td>10. Writing and Newspapers</td>
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GRADING SYSTEM:

Grading Scheme: 70% Class Standing & 30% Major Examination(s)

Formula:
CSM- Class Standing Midterms  ME- Midterm Examination
CSF- Class Standing Final  FE- Final Examination

Final Grade = 70% (CSM) + 30% (ME) + 70% (CSF) + 30% FE)

60% Passing

References: