Jour 101: Introduction to Mass Communication
Meek School of Journalism & New Media

An introduction to traditional mass media (newspapers, magazines, television, radio, public relations and advertising), the new media and their importance to and impact on modern society.

3 Credits

Prerequisites

- Successful completion of DS 097 (or DS 094), if required.
- Course may be repeated only once.

Instruction Type(s)

- Lecture: Lecture for Jour 101
- Lecture: Web-based Lecture for Jour 101
- Lecture: iStudy for Jour 101

Subject Areas

- Communication, Journalism and Related Programs, Other
- Mass Communication/ Media Studies

Related Areas

- Communication, General
- Speech Communication and Rhetoric