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