

Jour 101: Introduction to Mass Communication

JOURNALISM

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.

Instruction Type(s)

- Lecture: Lecture for Jour 101

Subject Areas

- [Journalism](#)
- [Mass Communication/ Media Studies](#)

