

## Jour 101: Introduction to Mass Communication

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

The University of Mississippi is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award certificates and baccalaureate, master's, specialist, and doctoral degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097, call 404-679-4500, or visit online at www.sacscoc.org for questions about the accreditation.

