

# Jour 101: Introduction to Mass Communication

## 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.

### Instruction Type(s)

- Lecture: Lecture for Jour 101

### Subject Areas

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

