

## 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.
- Course may be repeated only once.

#### **Instruction Type(s)**

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

#### **Subject Areas**

- [Communication, Journalism and Related Programs, Other](#)
- [Mass Communication/ Media Studies](#)

