

# 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**

- <u>Communication, Journalism and Related Programs, Other</u>
- <u>Mass Communication/ Media Studies</u>

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