



## 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.
- 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>
- Mass Communication/ Media Studies

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