

Jour 101: Introduction to Mass Communication

School of Journalism and 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

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

