A. COURSE DESCRIPTION

Credits: 3
Lecture Hours/Week: 0
Lab Hours/Week: 0
OJT Hours/Week: *.*
Prerequisites: None
Corequisites: None

MnTC Goals: Goal 09 - Ethical/Civic Resp, Goal 05 - Hist/Soc/Behav Sci, Goal 09 - Ethical/Civic Resp

This class explores how the media we use shifts our thoughts, feelings, behaviors, and societies. We will look into the history of and current practices in major media industries, including print, television, radio, film, music and social media. We will learn how mass media affect politics, society and culture and examine some of the ethical issues. We will also analyze how we use, consume and create media every day. [Core Curriculum Goal Area(s) 5 & 9.]

B. COURSE EFFECTIVE DATES: 08/02/2011 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Intro to mass communication
2. Print media: Newspaper and magazines
3. Electronic media: TV, radio and the Internet
4. Recorded music and film
5. The Internet, smartphones and tablets
6. Law, ethics and regulation
7. Journalism and news media
8. Media and Politics
9. Entertainment and emotional content in media
10. Public relations, advertising and marketing
11. International mass media and culture
12. Media and health/wellbeing
13. Algorithms and surveillance
14. Media and stereotyping

D. LEARNING OUTCOMES (General)

1. better understand current social and personal issues by examining effects of mediated messages and media technologies on audiences.
2. describe about the various modes of influence by mass and social media on audience.
3. analyze the technological innovations that have shaped human communication and culture, beginning in prehistory and continuing through the present.
4. communicate reactions to media events and produce a basic multimedia content.
5. evaluate the ethical, moral and legal issues related to mass communications.
E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

Goal 09 - Ethical/Civic Resp
1. Understand and apply core concepts (e.g. politics, rights and obligations, justice, liberty) to specific issues.
2. Identify ways to exercise the rights and responsibilities of citizenship.

Goal 05 - Hist/Soc/Behav Sci
1. Examine social institutions and processes across a range of historical periods and cultures.
2. Develop and communicate alternative explanations or solutions for contemporary social issues.
3. Employ the methods and data that historians and social and behavioral scientists use to investigate the human condition.

Goal 09 - Ethical/Civic Resp
1. Analyze and reflect on the ethical dimensions of legal, social, and scientific issues.

F. LEARNER OUTCOMES ASSESSMENT
As noted on course syllabus

G. SPECIAL INFORMATION
None noted