Bemidji State University

MASC 1100: Mass Media and Society

A. COURSE DESCRIPTION

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

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

   Technology changes us. This class explores how the technology we use shifts our thoughts, feelings, behaviors, and societies. We will better understand the history and evolution of media—from cave art to the Internet. And we will study how the content of our media, pornography, conspiracy theories, propaganda, Harry Potter alters and reflects how we think. We will use various theoretical approaches to understand the ways we are shaped by our media ecosystems. Liberal Education Goal Areas 5 and 9.

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

C. OUTLINE OF MAJOR CONTENT AREAS

   1. Effects of the media
   2. Media and our daily experience
   3. Media and our view of the world
   4. Media and the management of government
   5. Media and self-evaluation and evaluation of others
   6. Facebook and other social media
   7. Corporate "mining"
   8. Packaged "entertainment"

D. LEARNING OUTCOMES (General)

   1. better understand current social and personal issues by examining various explanations of the effects of media technologies.
   2. critique the various modes of influence, such as propaganda and journalism, that media can affect.
   3. examine the technological innovations that have shaped human communication and culture, beginning in prehistory and continuing through the present.
   4. understand the forces that act upon people through media to shape our decision-making and thought.
E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

Goal 09 - Ethical/Civic Resp
1. No Competencies Indicated
2. Understand and apply core concepts (e.g. politics, rights and obligations, justice, liberty) to specific issues.
3. Recognize the diversity of political motivations and interests of others.
4. 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. Use and critique alternative explanatory systems or theories.
3. Develop and communicate alternative explanations or solutions for contemporary social issues.

F. LEARNER OUTCOMES ASSESSMENT
As noted on course syllabus

G. SPECIAL INFORMATION
None noted