**Bemidji State University**

**MASC 3270: Media and Social Change**

**A. COURSE DESCRIPTION**

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

This course examines how media organizations and social activists alike communicate their messages to wide audiences in order to achieve social change. It explores critical and theoretical approaches to understanding contemporary mass media. Students learn to analyze media from across political, popular, and professional cultures. Prerequisites: MASC 2850 and junior or senior status.

**B. COURSE EFFECTIVE DATES:** 08/21/2017 - Present

**C. OUTLINE OF MAJOR CONTENT AREAS**

1. Culture & Society  
2. Film Theory  
3. Group & Organizational Theories  
4. Media Criticism in Advertising & Politics  
5. Media Criticism in Film & Television  
6. Media Framing Theory  
7. The Media  
8. Theories of Conversation  
9. Theories of Message  
10. Theories of Relationship  
11. Theories of the Communicator  
12. Traditions of Communication Theory

**D. LEARNING OUTCOMES (General)**

1. write correctly and clearly in forms and styles appropriate for the communication professions, audiences and purposes they serve.  
2. conduct research and evaluate information by methods appropriate to the communication professions in which they work.  
3. understand concepts and apply theories used in human and media communication research and analysis.

**E. Minnesota Transfer Curriculum Goal Area(s) and Competencies**

None

**F. LEARNER OUTCOMES ASSESSMENT**

As noted on course syllabus
G. SPECIAL INFORMATION

None noted