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