MASC 1500: Making Media

A. COURSE DESCRIPTION

Credits: 1
Lecture Hours/Week: 0
Lab Hours/Week: 0
OJT Hours/Week: *.*
Prerequisites: None
Corequisites: None
MnTC Goals: None

This course introduces students to the field of mass media by exploring the variety of forms and processes that shape the media landscape; i.e. television, radio, cinema, print, podcasts, web-based streaming, etc. Students new to the Mass Communication major will also be introduced to a variety of student media opportunities including KBSU-TV, FM90, the Northern Student and the Headwaters Film Festival. [BSU Focus: Performance and Participation]

B. COURSE EFFECTIVE DATES: 08/27/2018 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Introduction to the tools for recording and editing media
2. Orientation to and contact information for student media: KBSU-TV, FM90, Northern Student, Headwaters Film Festival
3. Survey of mass media forms; television, radio, print, film, web-based media streaming

D. LEARNING OUTCOMES (General)

1. plan and produce live media programing in a collaborative setting.
2. create media messages using video, audio and computer aided design.
3. organize and play roles in a group communication setting.
4. identify media forms that make up our current media landscape (context) including television, radio, print, cinema, social media and web-based content and streaming.

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted