

Bemidji State University

MASC 1500: Making Media

A. COURSE DESCRIPTION

Credits: 1

Lecture Hours/Week: *.*

Lab Hours/Week: *.*

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. Liberal Education Goal Area 11.

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. identify media forms that make up our current media landscape (context) including television, radio, print, cinema, social media and web-based content and streaming.
2. experience media through actively participating in student media organizations within the Department of Integrated Media.
3. reflect on their experiences by completing reports for each of their organizational activities.
4. take action by creating an original media message using student resources available in the Department of Integrated Media.
5. evaluate the media messages they have created and participated in.

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted