Bemidji State University

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