WILMINGTON UNIVERSITY
COLLEGE OF TECHNOLOGY
BASIC COURSE INFORMATION

COURSE TITLE: Media and Society
COURSE NUMBER: COM 431

I. RATIONALE

In today’s society, the mass media have become deeply entrenched in the everyday lives of people throughout the world. Every day, adults and children of all ages are exposed to news, entertainment, celebrity endorsements, advertising products, and high profile crimes and scandals. These all find their way into homes, offices, and classrooms across America by satellites, cable and wireless technology, and modems. This course examines the vast changes that have transformed the media and their impact in recent years, and the processes through which the mass media are enabled or constrained by such factors as technology, law, ethics, industry structure, and public opinion. The course will also examine the media’s effects on people individually and collectively, especially on children and young adults.

II. MAJOR INSTRUCTIONAL GOALS

GOAL A: Understand the basics of human communication.

Learning Outcomes: The student will be able to identify and describe:

A-1 The origins and history of interpersonal and mass communication
A-2 The cycle of communication and its specific components
A-3 The stages through which interpersonal and mass communication occurs
A-4 The concept of convergence in contemporary communication

GOAL B: Understand the history and processes of mass communication

Learning Outcomes: The student will be able to identify and describe:

B-1 Understand the technology and processes involved in mass communication
B-2 Recognize existing mass communication technology
B-3 Understand the origins and applications of radio, TV, motion pictures, the Internet, and multimedia technology

GOAL C: The student will demonstrate knowledge of the range and influence of the mass media in contemporary culture research and effects on behavior

Learning Outcomes: The student will

C-1 Understand media’s effects on behavior, communication, education and socialization
C-2 Recognize the influence and importance in contemporary life of the most significant and influential techniques for mass communication, such as newspapers, magazines, broadcast media, and the Internet.

C-3 Recognize the issues and controversies surrounding of the content of radio, TV, movies, and the Internet.

GOAL D: *The student will demonstrate knowledge of current mass media technology and use it to enhance his/her own career*

**Learning Outcomes:** The student will

D-1 Interpret and construct meaning from media and non-print technology

D-2 Understand how to integrate this information into one’s chosen vocation or profession

GOAL E: *The student will use appropriate written and oral communication skills*

**Learning Outcomes:** The student will

E-1 Communicate information both in written and oral in a logical and grammatical manner

E-2 Present written information using standard APA style

III. **SUPPLEMENTAL OBJECTIVES**

Today’s mass media provide a topical window through which to explore today’s technological progress in mass communications, and the media’s impact on society. Class discussions will focus not only on material from the textbook, but will engage students in the critical analysis of how contemporary mass media impact them, their perceptions, and their lives. Students will be expected to stay abreast of new developments in mass media and mass communications, and be prepared to discuss them in class.

As a final project, students will be asked to create a form of mass communication and to devise a career-specific plan for its application using PowerPoint or other presentation technology.

IV. **CLASS PARTICIPATION:**

Students are expected to attend class and participate actively and in a positive way. Questions and relevant observations are encouraged and enrich the experience of the entire class.

Computers in the classrooms are intended to be used as tools to enhance the students' learning experience. Instant messaging, gaming, emailing, and surfing the web are distractions to the student, the surrounding students, and the instructor and constitute inappropriate behavior. Students are ethically obliged to avoid these and similar practices.