COURSE NUMBER: COM 431

COURSE TITLE: Media and Society

Faculty Name:

Contact Information:

Pre-Requisite:

Text/Software:

Credits: 3

40 Hours of Structured Learning Activities

COURSE DESCRIPTION: This course examines the mass media and its influence on society. Students will compare how the press and the television and entertainment industries create images and perceptions for or against established social and political structures at home and overseas. The course will make students conversant with the economic, social, political, and cultural pressures that structure the way the media is produced and provide them with an understanding of the same theories against which it is measured.

COURSE 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

EVALUATION PROCEDURE AND GRADING POLICY:

LATE ASSIGNMENT POLICY:

CAS CLASSROOM STANDARDS: See Blackboard “Syllabus” area

COURSE SCHEDULE (all assignments/exams and due dates):