

Minnesota State University Moorhead

COMM 101: Introduction to Mass Media

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: 0

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: Goal 09 - Ethical/Civic Resp

The study of the power and importance of mass media in national and international affairs with emphasis on the nature, functions and influence of broadcast media, print media, emerging mediums, advertising and public relations in the digital age. MnTC Goal 9.

B. COURSE EFFECTIVE DATES: 09/09/2014 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Radio and Origins of Broadcasting
2. Movies and Photography
3. Television and Internet
4. Advertising and Public Relations
5. Journalism
6. Mass Media Law---free expression, free press, first amendment, legal implications
7. Media effects---research, cultural implications, media critique
8. Mass media industries---evolution of mass communication, communication processes, media literacy, cultural landscape, social-scientific model of news gathering, critiquing mass media
9. Books and the Power of Print
10. The Rise and Decline of Newspapers and Journalism
11. Magazines
12. Sound Recording

D. LEARNING OUTCOMES (General)

1. Develop an ability to critically evaluate mass media messages.
2. Develop an awareness and understanding of mass communications as a powerful agent of influence in society.
3. Develop an awareness and understanding of the historical evolution of mass media and its historical figures.
4. Develop an awareness and understanding of the legal, ethical and moral considerations inherent in the communications industry.
5. Develop an awareness and understanding of the mass media process.

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

Goal 09 - Ethical/Civic Resp

1. Examine, articulate, and apply their own ethical views.
2. Understand and apply core concepts (e.g. politics, rights and obligations, justice, liberty) to specific issues.
3. Analyze and reflect on the ethical dimensions of legal, social, and scientific issues.
4. Recognize the diversity of political motivations and interests of others.
5. Identify ways to exercise the rights and responsibilities of citizenship.

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted