

Bemidji State University

MASC 2900: Topics in Mass Communication

A. COURSE DESCRIPTION

Credits: 1,2,3

Lecture Hours/Week: *.*

Lab Hours/Week: *.*

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

Social media has moved from a pastime to a professional endeavor. Introduces the major social media platforms and theoretical constructs and examines how companies use social media for marketing, analytics and customer service. This course will give future media and communications professionals practical experience needed to successfully utilize social media for strategic endeavors.

B. COURSE EFFECTIVE DATES: 05/13/2009 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Documentary storytelling methods
2. Cinematic technique
3. Lighting
4. Natural sound recording
5. Camouflaging
6. Macro & telephoto lenses
7. Techniques to improve filmmaking skills

D. LEARNING OUTCOMES (General)

1. Comprehend and evaluate the storytelling techniques and aesthetics unique to natural history filmmaking
2. Evaluate social conditions and cultural norms presented in documentary form with a critical perspective
3. Write and produce nature film narratives and photo essays
4. Use digital technology to create and publish narrative stories

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted