Bemidji State University

MASC 1500: Introduction to Mass Media

A. COURSE DESCRIPTION

   Credits: 1
   Lecture Hours/Week: *.*
   Lab Hours/Week: *.*
   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.

B. COURSE EFFECTIVE DATES: 08/24/2015 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

   1. Survey of mass media forms; television, radio, print, film, web-based media streaming
   2. Introduction to the tools for recording and editing media
   3. Orientation to and contact information for student media: KBSU-TV, FM90, Northern Student, Headwaters Film Festival

D. LEARNING OUTCOMES (General)

   1. describe and classify the kinds of mass media forms that make up our current media landscape including television, radio, print, cinema, and web-based content and streaming.
   2. locate and identify the student media organizations within the Department of Mass Communication.
   3. demonstrate how to complete practicum applications, contact faculty advisors, and work with student media managers to complete a media practicum.
   4. recognize the kinds of equipment and computer based applications used in our student media facilities.

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

   None

F. LEARNER OUTCOMES ASSESSMENT

   As noted on course syllabus

G. SPECIAL INFORMATION

   None noted