

Bemidji State University

MASC 3270: Media Theory and Criticism

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: *.*

Lab Hours/Week: *.*

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

Provides an overview of thinking about the mass media and an introduction to the major social science approaches to the study of journalism within the context of mass communication. Explores critical and theoretical approaches to understanding contemporary mass media. Focuses on television, newspapers, and new media in an examination of the meanings, benefits, and practices of one of the most widespread sign systems of our time. Students learn how to decode the media messages that proliferate around us.

Prerequisites: MASC 1840 and junior or senior status.

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

C. OUTLINE OF MAJOR CONTENT AREAS

1. Culture & Society
2. Film Theory
3. Group & Organizational Theories
4. Media Criticism in Advertising & Politics
5. Media Criticism in Film & Television
6. Media Framing Theory
7. The Media
8. Theories of Conversation
9. Theories of Message
10. Theories of Relationship
11. Theories of the Communicator
12. Traditions of Communication Theory

D. LEARNING OUTCOMES (General)

1. write correctly and clearly in forms and styles appropriate for the communication professions, audiences and purposes they serve.
2. conduct research and evaluate information by methods appropriate to the communication professions in which they work.
3. understand concepts and apply theories used in human and media communication research and analysis.

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted