

Bemidji State University

MASC 1100: Mass Media and Society

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: *.*

Lab Hours/Week: *.*

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: Goal 07 - Human Diversity, Goal 09 - Ethical/Civic Resp

Theoretical aspects of the media in the United States. Focuses on current media industries, issues, and events from coverage of high-profile events to media criticism. Students should gain an understanding of the social, economic, and intellectual forces that have helped shape the media. The course, primarily through lectures and demonstrations, presents concise historical perspectives. Liberal Education Goal Area 9.

B. COURSE EFFECTIVE DATES: 08/02/2011 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Effects of the media
2. Media and our daily experience
3. Media and our view of the world
4. Media and the management of government
5. Media and self-evaluation and evaluation of others
6. Facebook and other social media
7. Corporate "mining"
8. Packaged "entertainment"

D. LEARNING OUTCOMES (General)

1. know the basic technological innovations that have shaped human communication and how they have done so.
2. understand some of the forces that act upon people through media to shape our decisionmaking and thought
3. demonstrate an appreciation for the various modes of influence that media can affect.

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

Goal 07 - Human Diversity

1. No Competencies Indicated
2. Demonstrate an awareness of the individual and institutional dynamics of unequal power relations between groups in contemporary society.
3. Describe and discuss the experience and contributions (political, social, economic, etc.) of the many groups that shape American society and culture, in particular those groups that have suffered discrimination and exclusion.
4. Demonstrate communication skills necessary for living and working effectively in a society with great population diversity.

Goal 09 - Ethical/Civic Resp

1. No Competencies Indicated
2. Understand and apply core concepts (e.g. politics, rights and obligations, justice, liberty) to specific issues.
3. Recognize the diversity of political motivations and interests of others.
4. Identify ways to exercise the rights and responsibilities of citizenship.

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted