

# MINNESOTA WEST COMMUNITY & TECHNICAL COLLEGE

## COURSE OUTLINE

DEPT. CMST

COURSE NUMBER: 1150

NUMBER OF CREDITS: 3

Lecture: 3 Lab: 0 OJT 0

### Course Title:

Exploring Mass Media

### Catalog Description:

Exploring Mass Media develops media-literate citizens through the examination of various aspects of mass communication. Emphasis will be placed on developing a critical awareness of mass media, convergence, strategic communication, media ethics, and the societal impact of media.

### Prerequisites or Necessary Entry Skills/Knowledge:

None

### FULFILLS MN TRANSFER CURRICULUM AREA(S) (*Leave blank if not applicable*)

Goal 5: History and the Social and Behavioral Sciences: By meeting the following competencies:

- a. Employ the methods and data that historians and social and behavioral scientists use to investigate the human condition.
- b. Examine social institutions and processes across a range of historical periods and cultures.
- c. Use and critique alternative explanatory systems or theories.
- d. Develop and communicate alternative explanations or solutions for contemporary social issues.

Goal 9: Ethical and Civic Responsibility: By meeting the following competencies:

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

### Topics to be Covered

Mass media's impact on society

Media literacy
Role of convergence
Media law, ethics, and regulations
Current issues in mass media including diversity

<b>Student Learning Outcomes</b>
Identify and analyze current issues in mass communication including critically evaluating mass media messages using theories of media analysis (MnTC Goal 5d, 9a, 9b, 9c, 9d, 9e).
Examine and explain the historical development, purposes, strengths, and weaknesses of various media (MnTC Goal 5b, 5c, 5d).
Analyze and understand the role of convergence (MnTC 5b).
Examine and analyze the components of various mass communication processes including the impact of mass media business (MnTC 5b, 5d, 9e, 9d).
Demonstrate an understanding of the impact mass media can have on society (MnTC Goal 9a, 9b, 5c, 5d).
Analyze the fundamentals of media law and ethics (MnTC Goal 9a, 9b, 9c, 9e).
Apply techniques in becoming more media literate (MnTC 9e)

<b>Is this course part of a transfer pathway: Yes <input checked="" type="checkbox"/> No <input type="checkbox"/></b>
Critically evaluate mass media messages, applying theories of media analysis
Identify the goals, methods, and histories of various mass media
Identify the components of various mass communication processes
Apply analytic and critical thinking techniques to become more media literate

Revised Date: 8/26/2021