
SECTION HEADING

CMST 1150: Exploring Mass Media

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.

Credits

3

Prerequisite

None

Corequisite

None

Topics to be Covered

1. Mass media's impact on society
2. Media literacy
3. Role of convergence
4. Media law, ethics, and regulations
5. Current issues in mass media including diversity

Learning Outcomes

1. 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).
2. Examine and explain the historical development, purposes, strengths, and weaknesses of various media (MnTC Goal 5b, 5c, 5d).
3. Analyze and understand the role of convergence (MnTC 5b).
4. Examine and analyze the components of various mass communication processes including the impact of mass media business (MnTC 5b, 5d, 9e, 9d).
5. Demonstrate an understanding of the impact mass media can have on society (MnTC Goal 9a, 9b, 5c, 5d).
6. Analyze the fundamentals of media law and ethics (MnTC Goal 9a, 9b, 9c, 9e).
7. Apply techniques in becoming more media literate (MnTC 9e)

Credit Details

Lecture: 3

Lab: 0

OJT: 0

MnTC Goal Area(s): Goal Area 05 - History and the Social and Behavioral Sciences, Goal Area 09 - Ethical and Civic Responsibility

Minnesota Transfer Curriculum Goal Area(s) and Competencies

Goal Area 05: History and the Social and Behavioral Sciences

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

Goal Area 09: Ethical and Civic Responsibility

1. Examine, articulate, and apply their own ethical views.

Section Heading

2. Understand and apply core concepts (e.g. politics, rights and obligations, justice, liberty) to specific issues.
3. Analyze and reflect on the ethical dimensions of legal, social, and scientific issues.
4. Recognize the diversity of political motivations and interests of others.
5. Identify ways to exercise the rights and responsibilities of citizenship.

Transfer Pathway Competencies

1. Critically evaluate mass media messages, applying theories of media analysis
2. Identify the goals, methods, and histories of various mass media
3. Identify the components of various mass communication processes
4. Apply analytic and critical thinking techniques to become more media literate