

**Course Outline for: COMM 1106 Mass Media****A. Course Description:**

1. Number of credits: 3
2. Lecture hours per week: 3
3. Prerequisites: None
4. Corequisites: None
5. MnTC Goals:       Goal #5 History and Social/Behavioral Sciences  
                          Goal #9 Ethic and Civic Responsibility

The purpose of this course is to develop media literate citizens through the examination of the nature, function, history, and effects of mass media. A primary emphasis will be placed on developing a critical awareness of mass media (print media, radio, film, music, television, social media, video games, etc.), advertising, media ethics, and societal impact.

**B. Date last reviewed/updated: May 2023****C. Outline of Major Content Areas:**

1. Development of historically dominant mediums and advertising
2. Mass media's impact on society
3. Media literacy
4. Role of convergence
5. Media law, ethics, and regulations
6. Current issues in mass communication
7. Business orientation of mass media

**D. Course Learning Outcomes:**

Upon successful completion of the course, the student should be able to:

1. Identify and analyze current issues in mass communication. (Goal 2a, 2c, 5d, 9a, 9b, 9c, 9d, 9e)
2. Examine and explain the historical development, purposes, strengths, and weaknesses of various media. (Goal 2a, 2b, 2c, 2d, 5b, 5c, 5d)
3. Analyze and understand the role of convergence. (Goal 2a, 2c, 5b)
4. Examine and analyze the impact of mass media's business orientation. (Goal 5b, 5d, 9e, 9d)
5. Demonstrate an understanding of the impact mass media can have on society. (Goal 2b, 2d, 9a, 9b, 5c, 5d)
6. Understand the fundamentals of media law and media ethics (Goal 2a, 9a, 9b, 9c, 9e)

**E. Methods for Assessing Student Learning:**

Methods for assessment may include, but are not limited to, the following:

1. Self-reflection paper

2. Testing
3. Journals
4. Application papers
5. Case studies
6. Group assignments,
7. Service learning
8. Research papers

**F. Special Information:**

None