Course: MED 120 **Course Title:** Mass Media & Society
Credit Hours: 3 **Department:** Media, Journalism, & Film

General Education Area:
HUMAN CULTURES - Social & Behavioral Sciences *(GEC 110)*

Information submitted by a department representative on 5/20/2021 1:54:19 PM – Compiled by Darren Wienberg, Academic Advising & Transfer Center

Typically Offered During:

Fall Full Semester:	YES	Fall 1st Block:	NO	Fall 2nd Block:	NO
Spring Full Semester:	YES	Spring 1st Block:	NO	Spring 2nd Block:	NO
Summer:	YES				

Typical Instructional Modality:

Traditional (seated):	YES	Blended:	NO	Internet:	YES
Online Video:	NO	Web Conference:	NO		

May Also Count Toward Department Offering:

Major:	YES	Minor:	YES	Certificate:	NO

Please see online published semester class schedule and undergraduate catalog for detailed course offering information.

How do you describe the course to students when they ask "What is this class about?" (without using the catalog description)?
Media is everywhere! But why do we have it? Where did it come from? What's next? MED 120 is about the past, present and future trends in media. We will look at different forms of media (i.e. sound & music, radio, tv, film, internet, journalism), how and why it's constructed the way it is (through business and regulation), and to what end, and with what effects it has on us, or not (media effects/critical-cultural research).

Beyond meeting a General Education requirement, what benefits can students realize from choosing this course?
It will help students become more media literate and consumer savvy; meaning a) to understand why, where and how we have the media we have today (where we've come from and where we're going), b) understand how all media are constructions that are tied to our media, business, and government institutions, and c) how the media affects us (i.e., media research, analysis and criticism), and to understand that how we spend out media dollars can make a difference in what we get in return.

Other than your major/minor/certificate students, what groups of students could find this course relevant to their degree program or career path?
Since media is pervasive in our lives most any student could find this course interesting. However, beyond, media, journalism, film and electronic arts students, majors and minors in marketing, advertising, business, communication, public relations, socio-political communication, theatre, art, design, animation, education, entertainment management, and political science, as well as music, anthropology, sociology, psychology, history, and computer science will find a great deal to apply to their areas of interest.

Catalog Description (Fall 2022 Undergraduate Catalog)
The course examines theories and issues related to mass media. Students will understand the media's role through historical, present and future trends as agents of social change and cultural influence. The course will examine the media as an industry and its critical role as the fourth estate in American democracy.