

Department:

Media Technology

Course Description:

This course examines the role of mass media in modern society, with emphasis on the ethics, technology, social obligation, technical skills, and historical knowledge needed by modern communicators. The course will emphasize analysis and criticism of media usage.

Course Competencies:

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

1. Describe the influence of mass media on modern society.
2. Explain the business aspects and economic impact of mass media.
3. Describe the dynamics of the relationship between the media and government.
4. Describe the impact of technological advances on the media.
5. Explain the ethical concepts relevant to mass media.
6. Speculate about the future of mass media.

Course Content:

- A. Media Industries
 1. Historical overview
 2. Print media
 3. Broadcast media
 4. Internet technology
- B. Media Processes and Functions
 1. Journalism
 2. Public relations
 3. Advertising
- C. Media Issues
 1. Ethics
 2. Regulations
 3. Trends

Learning Assessments:

Course competencies will be assessed by assigned papers, regular exams, oral presentation, and assigned media projects.

Instructional Materials:

The Media in Your Life: An Introduction to Mass Communication, Folkerts, Lacy, Larabee, 4th Ed., Allyn & Bacon, 2007. ISBN-13: 978-0205523658

Guidelines for Requesting Accommodations Based on Documented Disability or Medical Condition

It is the intention of Highland Community College to work toward full compliance with the Americans with Disabilities Act, to make instructional programs accessible to all people, and to provide reasonable accommodations according to the law.

Students should understand that it is their responsibility to self-identify their need(s) for accommodation and that they must provide current, comprehensive diagnosis of a specific disability or medical condition from a qualified professional in order to receive services. Documentation must include specific recommendations for accommodation(s). Documentation should be provided in a timely manner prior to or early in the semester so that the requested accommodation can be considered and, if warranted, arranged.

In order to begin the process all students **must** complete the "Disabilities Self-Identification Form" at this link:
<https://highlandcc.edu/pages/disability-services>.

This form can also be accessed at the Highland Community College homepage under Students Services/Student Resources/Disability Service or by contacting the Disabilities Coordinator.