

# COMM 241 : MEDIA, COMMUNICATION, SOCIETY

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## Transcript title

Media, Communication, Society

## Credits

4

## Grading mode

Standard letter grades

## Total contact hours

40

## Lecture hours

40

## Course Description

Analyzes the social and cultural impact of media, including broadcast, print, film and digital communication. Examines careers in selected areas of media.

## Course learning outcomes

1. Identify and explain major innovations in media and describe the impact of these innovations on world culture.
2. Evaluate the impact of advertising on the content of media.
3. Demonstrate knowledge of current copyright laws and fair use guidelines for their own media productions.
4. Identify and explain different business models used internationally to support and disseminate journalism.
5. Identify major figures in the history of media and their contributions to our use or understanding of communication.
6. Evaluate media content from a variety of perspectives, including perspectives that are sensitive to race, class, ability, age, nationality, gender-identity, or sexual orientation, etc.
7. Evaluate and fact-check news media.

## Content outline

1. Media Definitions 2. Media Scope a. Personal b. Mass c. Social 3. Types/Convergence a. Print b. Audio c. Motion Pictures d. Digital 4. Media Evolution Theory (Ong) a. Word as Event b. Word as Object 5. History of Media (worldwide) a. Visual Art b. Writing-pictographic c. Writing-alphabetic d. Scroll e. Codex f. Broadsides g. Printing h. Books i. Newspapers j. Telegraph k. Telephone l. Audio Recording i. Gramophone ii. Phonograph iii. Magnetic Media iv. Digital m. Photography i. Film ii. Digital n. Motion Pictures i. Studio ii. Distribution iii. Film iv. Digital o. Radio i. Analogue (Marconi/de Forest) ii. Digital iii. Hybrid p. Television/ Video i. Terrestrial Broadcast ii. Cable iii. Satellite iv. Internet q. Digital Media i. Forms of Encryption ii. Digital Rights Management r. Web Based Media i. Streaming vs. Ownership ii. Dark Web 6. History of Media (United States) a. Colonial Press b. Books c. Newspapers d. Post Office e. Metropolitan Press f. Penny Press g. Telegraph h. Associated Press i. Radio j. Federal Radio Commission k. Television l. Federal Communications Commission 7. Issues in US Media a. Public vs. Private b. Centralized vs. Local c. Entertainment vs. Journalism d. Diversity of Reporters/Editors/Owners e. Regulation vs. Unregulated f. Students

as Consumers of Media vs Students as Producers of Media g. Fair Use Guidelines vs. Copyright Law

## Required materials

Course textbooks, traditional school media (pens, pencils, paper).

## General education/Related instruction lists

- Cultural Literacy
- Arts and Letters