

WTCS Repository

10-801-141 Intro to Mass Comm

Course Outcome Summary

Course Information

Description Explores communication in media and media literacy by providing insight into the important issues that confront students as consumers and purveyors of mass media within the workforce and in society. The mass media revolution, including media technologies, the evolution of media content and platforms, including new media, the impact of media communications on business and society as a whole, media bias, and media law and ethics form the basis of the course.

Total Credits 3.00

Pre/Corequisites

Each Wisconsin Technical College determines the General Education course prerequisites used by their academic institution. If prerequisites for a course are determined to be appropriate, the final Course Outcome Summary must identify the prerequisites approved for use by the individual Technical College.

Course Competencies

1. Examine the mass media revolution that has taken place

Assessment Strategies

- 1.1. by completing a written or oral assignment, discussions, and/or test
- 1.2. as an individual or as a member of a team

Criteria

- 1.1. learner identifies the three most important aspects of daily interaction with mass media that strongly influences ideas and views of the digital world
- 1.2. learner describes at least one model of communication that helps individuals to understand mass media messages
- 1.3. learner assesses how mass media storytelling has changed the Digital Age
- 1.4. learner describes a good example, which is drawn from current or recent news, of media framing
- 1.5. learner explains the stages of technological innovation
- 1.6. learner identifies at least three effects of technology on mass media

2. Summarize the evolution of mass media in terms of its content and ever-changing platforms, including print, music and radio, film and television, and new media

Assessment Strategies

- 2.1. by completing a written or oral assignment, discussions, and/or test
- 2.2. as an individual or as a member of a team

Criteria

- 2.1. Your performance will be successful when:
- 2.2. learner describes at least two changes that revolutionized the print media industries
- 2.3. learner analyzes how the music and radio industry has transformed over time

- 2.4. learner examines the different film genres
- 2.5. learner describes the evolution of TV
- 2.6. learner differentiates how new media contrast from what we now call "old" media

3. Identify how communications in advertising and public relations influence attitudes and beliefs

Assessment Strategies

- 3.1. by completing a written or oral assignment, discussions, and/or test
- 3.2. as an individual or as a member of a team

Criteria

- 3.1. learner critiques a product or brand advertising campaign to assess its effectiveness
- 3.2. learner analyzes public relations efforts to manage a crisis

4. Examine the business and economics of the media industry

Assessment Strategies

- 4.1. by completing a written or oral assignment, discussions, and/or test
- 4.2. as an individual or as a member of a team

Criteria

- 4.1. learner summarizes the relationship between media ownership and media control
- 4.2. learner categorizes the major business models of mass media
- 4.3. learner identifies the features that distinguish the business structures of each of the following industries: publishing, TV and film, radio and music
- 4.4. learner examines the purpose, the sources of revenue, and the impact of public media (radio and TV) in contrast to for-profit media
- 4.5. learner examines the significance of the audience's role in the development, production, and distribution of mass media content
- 4.6. learner analyzes how the Internet is affecting media industries
- 4.7. learner identifies the key challenges facing the various media industries as they strive to adapt to rapidly evolving media technologies and audiences

5. Identify forms of media bias

Assessment Strategies

- 5.1. by completing a written or oral assignment, discussions, and/or test
- 5.2. as an individual or as a member of a team

Criteria

- 5.1. learner identifies forms of media bias
- 5.2. learner compares/contrasts the three primary types of mass media bias
- 5.3. learner separates fact from opinion in news reports and expert analysis of news stories

6. Summarize media law and media ethics

Assessment Strategies

- 6.1. by completing a written or oral assignment, discussions, and/or test
- 6.2. as an individual or as a member of a team

Criteria

- 6.1. learner discusses the historical roots of mass media law
- 6.2. learner appreciates the First Amendment's role in the evolution of American mass media law and democracy
- 6.3. learner recognizes the U S government's attempts at media censorship
- 6.4. learner articulates the conflict between individual privacy rights and the freedom of the press, as well as the media's legal responsibilities
- 6.5. learner understands how the Freedom of Information Act (FOIA) helps the media to monitor and report on the actions of government
- 6.6. learner articulates the relationship between mass media ethics and media law and its influence on media regulations

7. Assess how communications in media impact culture, including global developments and diversity

Assessment Strategies

- 7.1. by completing a written or oral assignment, discussions, and/or test
- 7.2. as an individual or as a member of a team

Criteria

- 7.1. learner outlines how the mass media systems affect democracy
- 7.2. learner identifies the advantages and disadvantages of the globalization of media and culture with explanations and examples
- 7.3. learner explains the conflicting role that media plays in perpetuating racial, ethnic, and gender stereotypes and in advancing media diversity

8. Evaluate mass media literacy

Assessment Strategies

- 8.1. by completing a written or oral assignment, discussions, and/or test
- 8.2. as an individual or as a member of a team

Criteria

- 8.1. learner defines the concept/term of mass media literacy
- 8.2. learner argues why mass media literacy is important