

## Catalog Change Form

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Date Received \_\_\_\_\_

CATALOG YEAR 2010-11  
(Please use separate form for each add/change)

COLLEGE/SCHOOL/SECTION: COAS

Course: Add:  Delete:

**COMM 1300** *Media Literacy*. Three semester hours.

Media literacy is defined as the ability to read, analyze, and evaluate communication messages in a variety of communication mediums such as newspapers, TV, radio, on-line, podcasts, and blogging. This course discusses the globalization of mass media, intersection of media and government, and the nature of journalism and the issue of media bias. Students will also explore the social and political implications of various media: how media can shape notions of reality, perpetuate or alter stereotypes, and reinforce or undermine cultural barriers.

### Rationale:

In almost every act of our lives whether in the sphere of politics or business in our social conduct or our ethical thinking, we are dominated by the media.

Media is the plural of medium. The word medium (from Latin, in which it means, "the one in the middle") can have different meanings in different contexts. In communications and technology it can mean a transmission medium, mass media, a recording medium, or interactive media.

Media can be used for a variety of purposes such as advocacy, enrichment and education, entertainment, journalism, public service announcements, personal, or artistic expression.

It is important for our students to be media literate so that we can educate students how to critically evaluate media messages and be able to make wise informed choices as people and as engaged citizens.

Learning Objectives:

1. Students will be able to assess biases, stereotypes, data, and information sources in the mass media.
2. Students will be able to compare alternative and mainstream media.
3. Students will be able to explain what the potential problems are in mainstream media.
4. Students will be able to discuss aspects of the mass media and popular culture that expand our notions of literacy.
5. Students will be able to critically evaluate how the categories of race, class, gender, region, and sexuality are represented in the mass media.

Approvals:	Signature	Date
Chair Department Curriculum Committee	_____	_____
Chair Department	_____	_____
Chair College Curriculum Committee	_____	_____
Dean 03/01/10	_____	_____