

College Document # \_\_\_\_\_

UCC Document # 153

Review Type:  Edit  Exp  Full

**CATALOG YEAR 2014-2015**

COLLEGE/SCHOOL/SECTION: COAS Department of Psychology and Communication.

**Course:** Add:  Delete:   
(check all that apply) Change: Number  Title  SCH  Description  Prerequisite

**Response Required:** New course will be part of major  minor  as a required  or elective  course

**Response Required:** New course will introduce , reinforce , or apply  concepts

If new, provide Course Prefix, Number, Title, **Measurable** Student Learning Outcomes, SCH Value, Description, prerequisite, and lecture/lab hours if applicable. If in current online catalog, provide change and attach text with changes in red and provide a brief justification.

**JUSTIFICATION:** This course will be part of the future Master in Arts in Communication. In the meantime, it will be offered as elective for other graduate programs in TAMIU.

**COMM 5310 Media, Culture and Identity in the US-Mexico border**

*Course description*

This course critically examines the relationship between mass media, culture, and society in the context of the Mexico and United States border. It looks at the impact of border culture on media, particularly focusing on the historical and political economic influences on media organizations. It will also study the impact of media on border society and media's role in the reinforcement and transformation of a border cultural identity. (3 SCH)

*Learning Outcomes*

1. Students will analyze the different relationships and interactions between mass media and the rest of the institutional and cultural organizations in both sides of the U.S.-Mexico border.
2. Students will identify the different political and economic influences affecting the growth and functioning of media in the U.S.-Mexico border.
3. Students will compare the characteristics of print and electronic media in both sides of the border in terms of content, formats and circulation or ratings.
4. Students will estimate the main components of U.S.-Mexico border identity and will critically appraise the role of border media in shaping, transforming or reinforcing that identity.

*Course purpose*

The purpose of this course is to introduce the current contemporary scholarship about the role and impact of binational media systems in border cultures and identities, and creatively apply them in the analysis of current specific cases on the United States-Mexico border.

*Prerequisites:* Graduate standing. This course can be selected as one of three required for the Border and Latin American Media Studies area of concentration of the graduate program in Communication.

*Class format:*

Class will consist of a mixture of lecture, discussion and in class activities. Active participation in class is strongly encouraged. Students will be required to write a final research paper on issues related to the impact of media on the US-Mexico border culture and identity based on their own empirical findings. Students will be encouraged to present their papers in academic conferences.

Approvals:	Signature	Date
Chair Department Curriculum Committee	_____Joquina Reed_____	2/19/14
Chair Department	_____	_____
Chair College Curriculum Committee	_____	_____
Dean	_____	_____

02/2012