



CATALOG YEAR 2012-2013

COLLEGE/SCHOOL/SECTION: COAS _____

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

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

Response Required: New course will introduce x__, 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.

COMM 4311: Media and Behavior. It is the purpose of this class to examine the ways in which individual consumers, society and various forms of media interact. We will look at outcomes related to advertising effects, criminal behavior, sexuality and racial prejudice. Learning outcomes (as measured by objective tests) include

- 1.) Students will be able to appraise and evaluate historical patterns of societal reaction to media, including moral panic theory and the involvement of media in political and social change. This will be measured via objective testing.
- 2.) Students will be able to evaluate research regarding how various forms of media do and do not influence human behavior. This will be measured via objective testing.
- 3.) Students will be able to synthesize and evaluate emerging research on media effects from a “sociology of media effects” view. This will be measured via objective testing and participation in guided class discussions and other written assignments.

Cross-Listed with PSYC 4311 and CRIJ 4324

SCH: 3

Prerequisite: Completion of ANTH 2346 OR COMM 1311 OR CRIJ 1301 OR PSYC 2301 OR SOCI 1311 Changed to SOCI 1301 per C. Ferguson email

Rationale: Course meets demand for electives in major and advanced general electives outside of major. Course is being pilot tested as “special issues” this semester and demand has been high (189 enrolled plus waitlist). Addresses issues important to contemporary society and fills a gap in the discipline.

Approvals:

Signature

Date

Chair

Department Curriculum Committee

Chair
Department

Chair
College Curriculum Committee

Dean

04/2011