Course Description

Studies the visual influence that film, newspapers, magazines, radio, and TV have exerted in the twentieth century and includes predictions for such media in the next century. Analyzes the relationships television and computers have had on society, and examines the impact of motion pictures, television and the Internet for the future. Considers what ethical and moral considerations must be made by a communications artist working in the twenty-first century.

Lecture 3 hours per week.

General Course Purpose

Mass Media into the 21st Century studies the influence that photography, video, newspapers, magazines, radio, television, and the Internet have exerted on us. It will also try to give us an understanding of our ethical and moral responsibility in our use and consumption of technologies today. Students will examine the history and background of traditional mass media and will apply this knowledge towards interpreting mass media and culture into the 21st century. Students will be introduced to the theory of visual media in contemporary and popular culture.

Course Prerequisites/Co-requisites

No prerequisite

Course Objectives

- Describe the changing role of mass communications in an historical context
- Explain the moral, ethical, and social responsibilities of media producers and consumers
- Describe current media uses and their implications for the individual and society
- Describe theoretical approaches to understanding media culture
- Evaluate the relationship between ideology and mass media

Major Topics to be Included

- Characteristics of mass media
- Ethical debates throughout the history of mass media
- Impact of globalization of news media on current events
- Semiotics, signs, and structure
- Representation and ideology

Extra Topics
Per the discretion of the instructor