

**NOVA COLLEGE-WIDE COURSE CONTENT SUMMARY**  
**PHT 265 – MASS MEDIA INTO THE TWENTY-FIRST CENTURY (3 CR.)**

**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**

Examines the role of mass media particularly visual media in culture and society. Surveys the history of traditional mass media and theory of media in contemporary and popular culture. Considers ethical and moral aspects of the use and consumption of media.

**Course Prerequisites/Corequisites**

No prerequisite

**Course Objectives**

Upon completion the student will be able to:

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

**Major Topics to be Included**

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

**Extra Topics**

Per the discretion of the instructor