

MEDIA STUDIES 120

TEXT: MASS MEDIA and POPULAR CULTURE

COURSE OBJECTIVES:

1. To develop the skills, knowledge, and attitudes necessary to interpret the ways in which the media actively construct reality.
2. To develop an awareness of the social, cultural, political, and economic implications of these constructions and their pervasive value messages.
3. To develop an appreciation and aesthetic understanding of the media.
4. To identify, interpret, and experience a variety of techniques used to create media products.

Literacy is important in this course. Students have to take notes, answer questions and comment in their media log, present seminars and prepare a public service announcement. They will have to complete at least 2 tests.

EVALUATION:

Tests and Assignments	30%
Media Log	20%
Class Participation	10 %
Seminars	20%
Public Service Announcement	20%