1. Catalog Description of the Course. [Include the course prefix, number, full title, and units. Provide a course narrative including prerequisites and corequisites. If any of the following apply, include in the description: Repeatability (May be repeated to a maximum of ___ units); time distribution (Lecture ___ hours, laboratory ___ hours); non-traditional grading system (Graded CR/NC, ABC/NC). Follow accepted catalog format.]

COMM 345 MEDIA LITERACY AND YOUTH CULTURE(3)
Three hours lecture per week
This interdisciplinary course examines the relationship between mass communication, mass media, and youth culture. Topics include: the theories and effects of mass communication, in particular the effects of mass media on children and adolescents. To develop media literacy, students will apply these concepts to their own experiences with popular media, including television, print, and film.

GE: A1, D, Upper Division Interdisciplinary

EDUC 345 MEDIA LITERACY AND YOUTH CULTURE(3)
Three hours lecture per week
This interdisciplinary course examines the relationship between mass communication, mass media, and youth culture. Topics include: the theories and effects of mass communication, in particular the effects of mass media on children and adolescents. To develop media literacy, students will apply these concepts to their own experiences with popular media, including television, print, and film.

GE: A1, D, Upper Division Interdisciplinary

2. Mode of Instruction.

<table>
<thead>
<tr>
<th>Mode</th>
<th>Units</th>
<th>Hours per Unit</th>
<th>Benchmark Enrollment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lecture</td>
<td>3</td>
<td>1</td>
<td>25</td>
</tr>
<tr>
<td>Seminar</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Laboratory</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Activity</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

3. Justification and Learning Objectives for the Course. (Indicate whether required or elective, and whether it meets University Writing, and/or Language requirements) [Use as much space as necessary]

This course is an elective in English and Education and is required for the Single Subject Matter Emphasis, Pre-Credential in English.

This is an upper-division, interdisciplinary course.

Learning objectives: Students will…

1. Define mass media, mass communication, and culture
2. Analyze the development of mass communication historically and culturally
3. Analyze the relationship between mass communication and cultural values
4. Discuss the role of mass media on the lives of children and adolescents
5. Investigate how media portrays minorities, gender roles, and class
6. Discuss the relationship between shape of media institutions and economic, legislative, and social controls
7. Analyze mass media marketing and its effects of on the behavior of audiences, especially children and adolescents
8. Influence of mediated message producers, production technologies, and message content.
9. Apply their knowledge of mass communication to produce educational materials for youth

4. Is this a General Education Course  YES  NO
   If Yes, indicate GE category:
   A (English Language, Communication, Critical Thinking)  A1
   B (Mathematics & Sciences)
   C (Fine Arts, Literature, Languages & Cultures)
   D (Social Perspectives)  X
   E (Human Psychological and Physiological Perspectives)
   Upper-Division Interdisciplinary  X

5. Course Content in Outline Form. [Be as brief as possible, but use as much space as necessary]
Mass Communication, Mass Media, and Youth Culture: Perceptions and Definitions
Theories and Effects of Mass Communication
Forms of Mass Communication: Historical Development and Trends:
   • Books
   • Newspapers
   • Magazines
   • Film
   • Radio/Sound Recording
   • Television/Cable
   • Internet/WWW
The Impact of Media on Youth Audiences and Culture
Marketing to Children and Adolescents: Public Relations, Advertising and Branding
Youth, Internet, and the Changing Mass Communication Paradigm
Developing Media Literacy among Children and Adolescents: A Collaborative Multi-Media Project
Global Media and Cultural Imperialism

6. References. [Provide 3 - 5 references on which this course is based and/or support it.]
   Media Literacy Clearinghouse (www.med.sc.edu/medialit)

7. List Faculty Qualified to Teach This Course.
   Mary Adler

8. Frequency.
   a. Projected semesters to be offered: Fall ____X____ Spring ____X____ Summer ____

9. New Resources Required.
   a. Computer (data processing & web design), audiovisual, web space,
   b. Library needs (reserves for video, assistance with web design, electronic & hard copy reserves)
   c. Facility/space needs

10. Consultation.
    Attach consultation sheet from all program areas, Library, and others (if necessary)

11. If this new course will alter any degree, credential, certificate, or minor in your program, attach a program modification.

Mary Adler _____12/4/03____ Revised for GE 12/19/03
Proposer of Course ____ Date

NEWCRSFR 9/30/02