

NEW COURSE PROPOSAL

PROGRAM AREA COMMUNICATION/EDUCATION

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

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2. Mode of Instruction.

	Units	Hours per Unit	Benchmark Enrollment
Lecture	<u>3</u>	<u>1</u>	<u>25</u>
Seminar	_____	_____	_____
Laboratory	_____	_____	_____
Activity	_____	_____	_____

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.]

Baran, Stanley J. (2004). Introduction to Mass Communication (3rd Edition), Boston: McGraw-Hill

DeFleur, Melvin & Dennis, Everette (2002). Understanding Mass Communication (7th Edition), Boston: Houghton-Mifflin.

Harper, Christopher (2002). The New Mass Media, Boston: Houghton-Mifflin.

Media Literacy Clearinghouse (www.med.sc.edu/medialit)

Frontline: Merchants of Cool (2001). PBS Video.

7. List Faculty Qualified to Teach This Course.

Mary Adler

8. Frequency.

a. Projected semesters to be offered: Fall Spring Summer

9. New Resources Required.

- Computer (data processing & web design), audiovisual, web space,
- Library needs (reserves for video, assistance with web design, electronic & hard copy reserves)
- 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