

Montgomery County Community College
MSP 112
Survey of Mass Media Industries in the United States
3-2-2

COURSE DESCRIPTION:

Building on skills and insights obtained in MSP 111, students survey the history and evolution of mass media industries in the United States to achieve a basic understanding of current trends that affect the future of the industry. They analyze and evaluate themes and create media that examines the formative history and current issues related to print, motion picture, sound recording, radio, television, the Internet, games, social media and emerging communication technologies. Projects developed are distributed over class, school and community-based channels. Students are required to research, interview primary and secondary sources, analyze research, write, create and produce media work to build upon their digital portfolio. Students analyze legal, ethical and controversial issues confronting mass media industries. This course is subject to a course fee. Refer to <http://mc3.edu/adm-fin-aid/paying/tuition/course-fees> for current rates.

REQUISITES:*Previous Course Requirements*

- * MSP 111 Mass Media and Society with a minimum grade of "C"

Previous or Concurrent Course Requirements

- * ENG 101 English Composition I

COURSE COMMENT

- * COM 112 with a minimum grade of "C" may be substituted for MSP 112

LEARNING OUTCOMES Upon successful completion of this course, the student will be able to:	LEARNING ACTIVITIES	EVALUATION METHODS
1. Explore the historical, business, and technological trends shaping the mass media in America for all of the media industries.	Lectures/Discussions Demonstrations and Practice Case Studies Student Presentations Peer to Peer Review Writing Assignments	Peer to Peer Review Portfolio
2. Analyze media industry issues from a historical, legal and ethical perspectives for all media industries.	Lectures/Discussions Demonstrations and Practice Case Studies Student Presentations Peer to Peer Review Writing Assignments	Peer to Peer Review Portfolio

LEARNING OUTCOMES	LEARNING ACTIVITIES	EVALUATION METHODS
3. Use basic production and critical thinking skills to research, create and exhibit coherent narrative and factual story telling skills in written, aural and visual presentations for targeted media campaigns.	Lectures/Discussions Demonstrations and Practice Case Studies Student Presentations Peer to Peer Review Writing Assignments	Peer to Peer Review Portfolio
4. Apply techniques and methods to distinguish effects of different media on an audience.	Lectures/Discussions Demonstrations and Practice Case Studies Student Presentations Peer to Peer Review Writing Assignments	Peer to Peer Review Portfolio

At the conclusion of each semester/session course faculty use the listed evaluation method(s) to assess the learning outcomes. Aggregated results will be submitted to the Associate Vice President of Academic Affairs. The benchmark for each learning outcome is that *70% of students will meet or exceed outcome criteria.*

SEQUENCE OF TOPICS:

1. First amendment rights and the special responsibilities of media creators
2. Finding and telling true stories about contemporary media issues for media industries
3. Understanding media forms
4. Print Media
5. Electronic Media
6. Recordings
7. Movies
8. New Media
9. Video Games
10. Public Relations
11. The Future of Mass Media in the United States
12. Legal Issues, Censorship, Piracy and Regulation

LEARNING MATERIALS

Turow, Joseph. (2014). *Media Today*, 5th Ed., Routledge.

In addition, the instructor may provide students with handouts or access to selected Radio or Television programs or clips.

Other learning materials may be required and made available directly to the student and/or via the College's Libraries and/or course management system.

COURSE APPROVAL:

Note: MSP/COM 112 was created from deleted courses COM101 and COM161; refer to these courses for prior history.

Prepared by: Allan Schear	Date: 8/2015
VPAA/Provost or designee Compliance Verification: Victoria L. Bastecki-Perez, Ed.D.	Date: 6/1/2016
Revised by: Allan Schear/Therol Dix	Date: 9/7/2017
VPAA/Provost or designee Compliance Verification:	Date: 11/1/2017



This course is consistent with Montgomery County Community College's mission. It was developed, approved and will be delivered in full compliance with the policies and procedures established by the College.