

Introduction to Media and Communication

1. Define the concept of media and its role in society:

- In the cognitive domain, students will be able to explain the various forms of media and their impact on society.
- In the affective domain, students will develop an appreciation for the power and influence of media in shaping public opinion.

2. Describe the evolution from traditional mass media like newspapers, radio, and television to new forms of media:

- In the cognitive domain, students will be able to trace the historical development of mass media and identify key milestones in its evolution.
- In the psychomotor domain, students will be able to demonstrate how advancements in technology have transformed the way media is produced and consumed.

3. Identify different types of media:

- In the cognitive domain, students will be able to differentiate between print, broadcast, and digital media platforms.
- In the affective domain, students will recognize the unique strengths and limitations of each type of media in terms of reaching and engaging audiences.

4. Explain the concept of communication, its key components, and fundamental communication models:

- In the cognitive domain, students will be able to define communication and identify its essential elements.
- In the psychomotor domain, students will be able to apply communication models such as the Shannon-Weaver model and the Transactional model to analyze different types of communication interactions.

5. Analyze theories of media and communication, including Gratifications Theory, Agenda-Setting Theory, and Cultivation Theory:

- In the cognitive domain, students will be able to describe key theories that shape our understanding of how media influences individuals and society.
- In the affective domain, students will appreciate the complexity of media effects and the importance of critical media consumption.

6. Understand media law, policy, and ethics:

- In the cognitive domain, students will be able to explain the legal and ethical considerations that govern media practices.
- In the affective domain, students will develop a sense of responsibility and integrity in their own media consumption and production practices.