

Media and Society

Course Outcome:

Upon successful completion of this course, students will be able to:

1. Remember: Identify the key characteristics and functions of the media industry, including television, film, radio, print, and digital media.
2. Understand: Explain the roles and responsibilities of professionals working in various sectors of the media industry and analyze the ethical considerations within media professions.
3. Apply: Utilize knowledge of media and politics to evaluate the impact of media on shaping political ideas and public opinion.
4. Analyze: Critically evaluate the relationship between media, education, and communication, and its influence on society.
5. Evaluate: Assess the impact of media and entertainment on cultural norms, values, and attitudes in society.
6. Create: Develop effective strategies for utilizing social media platforms for professional and personal communication purposes.
7. Collaborate: Work collaboratively with peers to analyze and discuss the future trends and challenges in digital media, including emerging technologies and changing audience behaviors.
8. Synthesize: Synthesize and communicate complex ideas and information related to media and society through various forms of media such as written reports, presentations, and digital media projects.

By achieving these outcomes, students will demonstrate a comprehensive understanding of the complexities and dynamics of media and society, preparing them for careers in various media professions and for engaging in informed discussions about the role of media in contemporary society.

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