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,

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

was developed, approved and will be delivered in full compliance with the policies and procedures established by the College.