



BAKER COLLEGE

STUDENT LEARNING OUTCOMES

ENG 2050: MASS MEDIA AND SOCIETY

3 Semester Hours

Student Learning Outcomes and Enabling Objectives

1. Explain the historical role and development of mass communication technologies from their origin to the present-day.
 - a. Illustrate the ways in which media technologies promote different types of communication habits.
 - b. Distinguish between the various characteristics and functions of mass media forms.
 - c. Examine the role of political choices in shaping media and constraining future media development.
 - d. Compare and contrast the similarities and differences among communication technology revolutions throughout the ages.
2. Evaluate broad ethical and societal implications of mass media corporations, messages, and technologies.
 - a. Analyze the importance of critical thinking and reflection in a technological age.
 - b. Analyze appropriateness, purpose, value, and context of media messages.
 - c. Distinguish practical and ethical outcomes associated with the social application of propaganda techniques.
3. Develop theoretical questions about how individuals should constructively engage with mass media.
 - a. Identify how media of communication affect human awareness, understanding, senses, and value.
 - b. Apply media theory, such as functional approach, critical/cultural approach, and/or empirical approach.
 - c. Examine how individuals interact with media environments and how those interactions play a part in shaping society and personal experience.
 - d. Appraise the extent to which mediums enhance or diminish rational thought, democratic processes, access to meaningful information, and ethical sense.
4. Appraise and interpret the value and importance of media literacy.
 - a. Identify the features of credible media in contemporary society.
 - b. Distinguish the difference between fact-based media and opinion-based media.
 - c. Examine possible implicit and explicit biases of media.
 - d. Explore the societal responsibilities of journalism/reporting of news.

Big Ideas and Essential Questions

Big Ideas

- Mass media development
- Mass media history
- Mass media functions
- Mass media effects
- Uses of mass media technology
- Media environments
- Societal response to media

Essential Questions

1. How has the historical development of mass media impacted human society?
2. How do past choices about media practices shape current media practices?
3. How do mass media and socio-cultural norms influence each other?
4. What are the reasons it is important to exercise deliberate reflection in a mediated society?
5. What are the costs and benefits of the proliferation of mass media technologies on human communication personally and socially?
6. How do the varying forms of mass media technology each promote different communication habits?

These SLOs are not approved for experiential credit.

Effective: Fall 2017