

**College of Micronesia – FSM
P.O. Box 159
Kolonia, Pohnpei FM 96941**

Course Outline Cover Page

Media Studies
Course Title

MM205
Department & Number

Course Description:

Introduction to Media Studies provides an introduction to the field of media studies. Students will learn to read media “texts”, analyze images, identify genres and ideologies, understand media institutions and research contemporary media topics in a Micronesian context.

Course Prepared by: Division of Languages and Literature

State: National

	Hours per Week		No. of Weeks		Total Hours		Semester Credits	
Lecture	3	x	16	x	48	=	3	
Laboratory		x		x		=		
Workshop		x		x		=		
Total Semester Credits								3

Purpose of Course:

Degree Requirement X
 Degree Elective X(humanities)
 Certificate _____
 Remedial _____
 Other (workshop) _____

Prerequisite Course(s):

Completion of MM101 Journalism with a “C” or better or permission of instructor.

Signature, Chairperson, Curriculum Committee

Date Approved by Committee

Signature, President, COM-FSM

Date Approved by President

MM 205 – Introduction to Media Studies

Course Description

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I. Course Objectives

General Objectives

Students will be able to:

1. Define media
2. Demonstrate an understanding of media literacy skills
3. Identify the varieties of mass communication
4. Conduct media research to develop media literacy skills

Specific Objectives

Students will be able to:

- 1.1 Identify characteristics that media share
- 1.2 List reasons why media are important
- 1.3 Show how media content is constructed
- 1.4 Explain the relationship between media and audience
- 1.5 Identify media’s primary genres, subgenres, and the mixing of genres

- 2.1 Identify the commercial forces behind media materials
- 2.2 Identify the political influences that shape media materials
- 2.3 Categorize the ethical implications of media firms’ activities
- 2.4 Explain ways in which audience can influence production and distribution of mass media materials

- 3.1 Identify the different types of print media
- 3.2 Identify the different types of electronic media

- 3.3 Distinguish between local and global media organizations
- 3.4 Demonstrate how the boundaries of media industries are becoming increasingly blurred

- 4.1 Discuss previous media research and its implications
- 4.2 Develop a questionnaire or survey to conduct quantitative research regarding a media topic
- 4.3 Conduct content analysis on a sample of media material
- 4.4 Write a valid conclusion for both questionnaire or survey and the content analysis

II. Course Contents

The course contents are readings of essays and viewings of videos within the following thematic categories:

- 1. Electronic and print media
- 2. Media consumption
- 3. Media representation
- 4. Media institutions and ownership
- 5. Media regulation

III. Textbook

Rayner, Philip, Peter Wall, and Stephen Kruger. Media Studies: The Essential Introduction. London: Routledge, 2001.

IV. Required Course Materials

None

V. Reference Materials

Students must have a dictionary and a binder. Copies of The American Heritage Dictionary are available at the bookstore.

VI. Instructional Costs

None

VII. Method of Instruction

The instructor may use, but is not limited to, lecture, discussion, individual and group projects and presentations, quizzes, tests, videos, and the Internet in order to achieve the stated objectives of the course.

VIII. Evaluation

The instructor will create ways to measure whether students have demonstrated competency in the stated objectives. These may include multiple choice, short answer, and essay quizzes or assignments. The instructor will give a comprehensive mid-term and final examination. A copy of the final examination should be given to the division chair.

IX. Attendance Policy

The COM-FSM attendance policy applies to this course.

X. Academic Honesty Policy

The COM-FSM academic honesty policy applies