A. Course Description

Credits: 4

Lab Hours/ Weeks: Corequisites: None

Lecture Hours/ Week :

MnTC Goals: Goal LS - Upper Division Liberal Studies, Goal 01 - Communication

This course examines the influence of television, radio, film and new media on children and the family. Students discuss the unique production considerations involved when producing a media program for children and explore the research on media literacy, media violence, advertising, education, online privacy, gender roles, new technology and the child's response to programming. Includes critical viewing of media programs produced for children on broadcast and cable television, video, radio, computer, feature films, video games as well as international programs for children.

B. Course Effective Dates: 05/02/2012 - 05/06/2013 05/07/2013 - 05/05/2015 05/06/2015 - Present

C. Outline of Major Content Areas:

See Course Description for major content areas.

D. Learning Outcomes (General)

1. Students will understand the history of electronic media in the United States and public policy issues in broadcasting, especially as they relate to the child/adolescent audience and can demonstrate this understanding in essay and objective exams and/or book reviews.
2. Students will locate and critique communication research studies of historical significance related to the child/adolescent audience and will locate and critique the most current communication research on the same topic. Students will respond to these readings in papers and online class discussions.
3. Students will develop skills in media criticism and media literacy through viewing a wide variety of media materials for young people (including current films/television programs/video games), writing about current media issues in the popular press and using journal writing assignments to document individual media use.
4. Students will explore some of the major issues in the study of children, adolescents and the media including but not limited to advertising, violence, media literacy, cultural representations, gender, educational media, media campaigns for social issues, animation and new technologies and can demonstrate their understanding of the issues through response papers, book reviews and/or projects.
5. Students will learn about future trends in electronic media and international programs for young people.
6. Students will develop the ability to generate a new programming idea for children and/or adolescents and “pitch” the idea in an industry simulation.
7. Students will develop skills in online communication and demonstrate these skills through individual and group presentations, industry simulations and discussion activities.

E. Learning Outcomes (MN Transfer Curriculum)

Goal LS - Upper Division Liberal Studies
None

Goal 01 - Communication

1. Employ syntax and usage appropriate to academic disciplines and the professional world.
2. Select appropriate communication choices for specific audiences.
3. Use authority, point-of-view, and individual voice and style in their writing and speaking.
4. Construct logical and coherent arguments.
5. Understand/demonstrate the writing and speaking processes through invention, organization, drafting, revision, editing and presentation.
6. Locate, evaluate, and synthesize in a responsible manner material from diverse sources and points of view.
7. Participate effectively in groups with emphasis on listening, critical and reflective thinking, and responding.

G. Special Information

Community Engagement