

MCOM 301 : Advanced Media Studies

This course explores the concepts supporting the media studies discipline. This perspective explores the social, political, and cultural role of media: such the news, advertising, speeches, entertainment, social and experiential media. Students will explore media production, content and effects through the application of media studies concepts. In addition, students will examine how audience predispositions, such as ideological orientations, the characteristics of decision making, and emotion are tied to perceptions of media representations and affect decision making and behavior.

Semester Hours 3.0