Montgomery County Community College
MSP 235
Current Issues in Mass Media
3-3-0

COURSE DESCRIPTION:
In this survey course students analyze current issues in mass media by examining existing communications technologies, programming, and business models. They explore current issues related to cable TV, emerging technologies, interactive and satellite technologies, the Internet, fiber-optics, digital audio and video, HDTV, and nanotechnology. Students research topics of interest, analyze personal and business uses of emerging technologies, and examine their implications for the audience, users, producers, and distributors. This course is subject to a course fee. Refer to http://mc3.edu/adm-fin-aid/paying/tuition/course-fees for current rates.

REQUISITES:
Previous Course Requirements
   * MSP 111 Mass Media and Society with a minimum grade of "C"

Previous or Concurrent Course Requirements
   * ENG 102 - English Composition II

COURSE COMMENT
   * COM 235 with a minimum grade of "C" may be substituted for MSP 235

LEARNING OUTCOMES Upon successful completion of this course, the student will be able to:	LEARNING ACTIVITIES	EVALUATION METHODS
1. Analyze approach of different media platforms covering the same news, feature, sports or documentary event.	Lectures/Discussions Demonstrations and Practice Case Studies Student Presentations Peer to Peer Review Writing Assignments	Peer to Peer Review Portfolio
2. Research bias perceived and fabricated across traditional and emerging platforms.	Lectures/Discussions Demonstrations and Practice Case Studies Student Presentations Peer to Peer Review Writing Assignments	Peer to Peer Review Portfolio

LEARNING OUTCOMES	LEARNING ACTIVITIES	EVALUATION METHODS
3. Discuss emerging technology and their effects on mass media conglomerates	Lectures/Discussions Demonstrations and Practice Case Studies Student Presentations Peer to Peer Review Writing Assignments	Peer to Peer Review Portfolio
4. Discuss emerging technologies influence on the cultural, historical and social impact on media audiences.	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, assessment of the learning outcomes will be completed by course faculty using the listed evaluation method(s). 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. State of the News Media
2. Current Issues in Newspapers
3. Current Issues in Television News
4. Current Issues in Satellite and Digital Technology
5. Current Issues in Cable and Interactive Technologies
6. Current Issues in Online Journalism
7. The Future of News

LEARNING MATERIALS:
The instructor will provide students with handouts and/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:
Prepared by: Allan Schear and Neil Goldstein   Date: 3/3/2007
Revised by: Neil Goldstein   Date: 5/13/2013
VPAA/Provost or designee Compliance Verification:
               Victoria L. Bastecki-Perez, Ed.D.   Date: 6/10/2013

Revised by: Allan Schear and Gail Ramsey   Date: 1/14/2016
VPAA/Provost or designee Compliance Verification:
               Victoria L. Bastecki-Perez, Ed.D.   Date: 6/10/2016

Revised by: Allan Schear/Therol Dix   Date: 9/7/2017
VPAA/Provost or designee Compliance Verification: Date: 11/1/2017

This course is consistent with Montgomery County Community College's mission. It was developed, approved and will be delivered in full compliance with the policies and procedures established by the Montgomery County Community College.