Cape Cod Community College

Departmental Syllabus

Prepared by the Department of Arts & Communication
Date of Departmental Approval: January 29, 2018
Date approved by Curriculum and Programs: February 7, 2018   **Effective:** Fall 2018

1. **Course Number: COM214**
    Course Title: Media & Society

2. **Description:** This course helps students understand the broader effects of mass and social media on a communicative, psychological and sociological level. Social media industries such as Facebook, Twitter, Instagram and virtual gaming/social worlds are analyzed in relation to shifting cultural and socioeconomic trends. Special attention is afforded to the oversaturation and distribution of "fake news" via social networks and how viral media is used to sway public opinion.

3. **Student Learning Outcomes** (instructional objectives, intellectual skills)**:**
    Upon successful completion of this course, students are able to do the following.

    - Analyze how changes in a society will be reflected in the cultural artifacts produced by society (and vice versa).
    - Demonstrate an understanding of how social, cultural and political changes are reflected in society via mass and social media.
    - Analyze how social media serves as a vehicle for intercultural communication and social movements.
    - Trace the progression of "fake news" in mass media and how it may be used to further industry agendas via social and viral media.
    - Identify the elements of oversaturation and agenda-setting in social media.
    - Recognize the ethical implication of the changing media landscape.

4. **Credit(s):** 3

5. **Satisfies General Education Requirement:** No

6. **Prerequisite(s):** COM103 (Human Communication) or COM105 (Survey of Mass Communication)

7. **Semester(s) Offered:** Fall, Spring

8. **Suggested General Guidelines for Evaluation:** Students are evaluated on their ability to apply textbook material and general media theory to practical application through assignments and research projects.

9. **General Topical Outline** (Optional)**:** Topics will include an overview of mass media effects, plus analysis of specific types of media effects, such as agenda-setting, majority/minority social influence and the perpetuation of "fake news" and social media used to alter public opinion.