

MENT 4424: Uses and Effects of Mass Media

3 Credit Hours

Prerequisite: COMM 2230; Must be a declared major in the School of Communication and Media.

This course examines research findings and commentary about mass media impact and use in the United States. Through the lens of media theory, students explore what mass media "do" to users and what users "do" with the mass media, and why these effects and uses are thought to occur. This course is useful for students interested in graduate work in mass media, professional media careers, media literacy, or more conscientious use of mass media and awareness of possible effects on themselves or others.

MENT 4425: Gender, Race and Media

3 Credit Hours

Prerequisite: MENT 3100; Must be a declared major in the School of Communication and Media. Non-majors: Permission of the School required.

This course is an examination of mass media portrayals of gender and race, from years past to present. Students analyze media artifacts, identify recurring themes, and explore research about the societal effects of stereotypical media portrayals.

MENT 4430: Media Management

3 Credit Hours

Prerequisite: MENT 3100; Must be a declared Major in the School of Communication and Media. Non-majors: Permission of the School required.

This course is a comprehensive examination and analysis of the structure, personnel, planning, operations, economics and editorial broadcast, production, advertising, and public relations companies as well as new media.

MENT 4434: Topics in Media

3 Credit Hours

Prerequisite: MENT 3100; must be a declared major in the School of Communication and Media. Non-majors: permission of the instructor.

This course offers theoretical and applied approaches to media problems and issues. Sample topics may include media literacy, media and society, social and digital media, children and media, celebrity media culture, and courses based on various genres of electronic media. This course may be taken up to two times for a total of six credit hours as long as the course content differs each semester the course is taken.