



**BAKER COLLEGE**  
**STUDENT LEARNING OUTCOMES**

**ENG2050 Mass Media and Society**  
**3 Semester Credit Hours**

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**Student Learning Outcomes and Enabling Objectives**

1. Explain the development and evolution of mass media, and regulation of media in society.
  - a. Illustrate the ways in which media technologies promote different types of communication habits.
  - b. Distinguish between the various characteristics and functions of mass media forms.
  - c. Examine the role of political choices in shaping media and constraining future media development.
  - d. Compare and contrast the similarities and differences among communication technology revolutions throughout the ages.
  - e. Illustrate the complex tensions held between historical and contemporary technologies of mass communication.
  
2. Evaluate ethical and societal implications of mass media corporations, messages, and technologies.
  - a. Analyze the importance of critical thinking and reflection in a technological age.
  - b. Analyze appropriateness, purpose, value, and context of media messages.
  - c. Distinguish practical and ethical outcomes associated with the social application of propaganda techniques.
  - d. Demonstrate an understanding of the diverse forms of persons, technologies, and communication systems extant in contemporary media environments in the United States and abroad.
  - e. Differentiate context claims made about the impact and role of technologies of mass communication on contemporary society.
  
3. Apply mass communication theories regarding how media shapes people's views of reality.
  - a. Identify how media of communication affect human awareness, understanding, senses, and value.
  - b. Analyze how individuals interact with media environments and how those interactions play a part in shaping society and personal experience.
  - c. Interpret the extent to which mediums enhance or diminish rational thought, democratic processes, access to meaningful information, and ethical sense.

- d. Explain the variety of relationships between media and their audiences, including how media affect individuals and society, and how these effects and audiences are measured.
4. Appraise the value and importance of media literacy.
    - a. Identify the features of credible media in contemporary society.
    - b. Distinguish the difference between fact-based media and opinion-based media.
    - c. Examine possible implicit and explicit biases of media.
    - d. Explore the societal responsibilities of journalism/reporting of news.
    - e. Determine literature and media products relevant to the study of media, culture, and society.

## **Big Ideas and Essential Questions**

### **Big Ideas**

- Historical role of mass media
- Mass media ethical and societal implications
- Mass media literacy
- Uses of mass media technology
- Relationships between media and audience
- Mass communication theories

### **Essential Questions**

1. How has the historical development of mass media affected human society?
2. How do past choices about media practices shape current media practices?
3. How do mass media and socio-cultural norms influence each other?
4. What are the costs and benefits of the proliferation of mass media technologies on human communication personally and socially?
5. How do the varying forms of mass media technology each promote different communication habits?

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These SLOs are not approved for experiential credit.

**Effective: Spring 2022**