

MASS MEDIA

COM 202**Mass Media****3.0 UNITS**

Mass Media explores the themes, issues, and theoretical debates central to the modern study of mass communication. Mass Media examines factors that influence the media and, in turn, examines the influence of media on attitudes, values, and behaviors, both individual and social. Mass media literacy, media economics and ethics, modern trends and changes in mass communication, and the critique of mass media as a source of information and influence of all "new media" are examined to aid students in understanding the evolution of mass communication as an academic discipline.