

SPRINGFIELD TECHNICAL COMMUNITY COLLEGE

ACADEMIC AFFAIRS

Course Number: TRPD 240 Department: Teleproduction

Course Title: Mass Media Theory & Effects Semester: Spring Year: 1997

Objectives/Competencies

Course Objective	Competencies
<ol style="list-style-type: none">1. To develop the student's critical thinking and analytical abilities2. To explore the power of the media and its influence on society3. To develop the student's ability to explore beyond what is presented to society, i.e. cause-and-effect relationships, determination of accuracy and completeness of information presented4. To develop a communication study: it must include thesis	<ol style="list-style-type: none">1. Through this course, primarily through the communication study and the debate, students utilize a variety of the skills sets learned in the Teleproduction Department. For example, how to present themselves to the public, researching topics, utilizing production equipment, deeper examination of media messages, and analyzing society's reaction of media messages.