Whether we are reading, watching films or television, searching the web, posting on Facebook or listening to music, it is important to have tools to make sense of our media experiences. This class will give you those tools to help you control your media experience rather than being controlled by it. Though we spend a lot of time with media, we do not spend much time thinking about how to use it or how to understand it.

In this class, we will look at understanding media both individually and collectively and discuss what we as a culture should or could do to gain a better understanding of the media. This will be done by looking at ways in which media messages are constructed and formatted; how different members of the audience respond to media messages; what content (or message) the media are trying to convey to audiences; and what the media wish to gain in this process. After completing this course, you should have the tools you need to play a leading role in your own life-long media education, while, at the same time, understand the importance of having a critical perspective on the media.

Students will need to call the Journalism advising office for permission (325-5226). This is an elective that can be counted to meet a student’s UPPER DIVISION elective requirements.