

Spokane Falls Community College
COURSE LEARNING OUTCOMES

Prefix and Course Number:	JOURN 110
Course Title:	Mass Media
Version Date:	12/09/2019

Course Learning Outcomes

Upon successful completion of the course, the student will be able to:

1. Discuss mass media principles and theories as they apply to past and present media models.
2. Describe the effects mass media, emerging media, and social media can have on the individual and society, and how individuals and society can affect these media.
3. Identify funding models for legacy media, social media, and emerging media, and analyze how these funding models affect the content of mass media, social media, and niche media.
4. Evaluate how technological disruptions affect the funding models, content production, and consumption of informative and entertainment content.
5. Explain how mass media organizations are structured and related to each other, businesses outside of media production, and government, and identify the pros and cons of media conglomeration.