

RARITAN VALLEY COMMUNITY COLLEGE ACADEMIC COURSE OUTLINE

COMM 125-Media Literacy and New Technology

I. Basic Course Information

A. Course Number and Title: COMM 125- Media Literacy and New Technology

B. New or Modified Course: Modified

C. Date of Proposal: Semester: Fall Year: 2024

D. Effective Term: Fall 2025

E. Sponsoring Department: Communication and Languages Department

F. Semester Credit Hours: **2**

G. Weekly Contact Hours: 3

Lecture: 1

Laboratory: 2

Out of class student work per week: 3

H. ☐ Prerequisite (s): N/A

☐ Corequisite (s): N/A

I. Additional Fees: N/A

II. Catalog Description

This introductory course addresses three areas of media literacy: media use, media analysis, and media creation. First, students will explore how their own use of media influences them and those around them. Second, through analysis students will address the social, ethical, and privacy issues related to media. Lastly, students will learn how to create effective communication through emergent electronic and digital media platforms.

III. Statement of Course Need

A. The content of this course will be valuable in our media driven society. According to the 2018 Nielsen Total Audience Report, adults spend nearly half of their day consuming content. It is imperative that students increase their knowledge of media

- usage, influence, and lastly how and why it is created. This importance has only grown with the proliferation of advance technologies (such as AI, algorithmic content curation), evolving business models for media organizations and their impact on consumers, and the spread of mis/disinformation. Students will be able to develop skills necessary to be in control of their media habits and as a result be more media literate. Through their own creation of media, students will have a greater understanding of how technology and media influence their communication patterns. This course will also fulfill the NJ General Education technology competency requirement.
- B.** This course has a Lab Component. Students are required to have access to technology that can include but not limited to internet based applications, media production technology, and other emergent electronic platforms. Students will use this technology to create media messages.
 - C.** This course generally transfers as a Communication Studies program elective.

IV. Place of Course in College Curriculum

- A. Free Elective
- B. This course serves as a General Education course in Communication and Technological Competency
- C. This course meets a program requirement for Communication Studies, A.A. and English, A.A.
- D. To see course transferability: a) for New Jersey schools, go to the NJ Transfer website, www.njtransfer.org; b) for all other colleges and universities, go to the individual websites.

V. Outline of Course Content

- A. Introduction to Media Literacy
- B. Media Use
 - 1. Individual perspective
 - 2. Group/Cultural perspectives
 - 3. Industry perspectives
- C. Media Analysis
 - 1. Content
 - 2. Media Effects
- D. Media Creation
 - 1. New Media/Technology
 - 2. Application

VI. A. Course Learning Outcomes:

At the completion of the course, students will be able to:

1. Explain basic concepts and theory in new (digital) media (GE-1, GE-4)
2. Develop and refine skill in identifying and citing credible resources (GE-1, IL).
3. Use new media technologies to create communicative messages (GE-4).
4. Demonstrate an understanding of the political, economic, social, cultural, and ethical issues that accompany the use of new technologies (GE-ER, GE-4).
5. Analyze the development of technology and its continuing impact on culture, the economy, privacy, law, politics, social movements, and journalism.* (GE-4)

*Embedded critical thinking.

B. Assessment Instruments

- A. Research paper
- B. Demonstrations
- C. Essays
- D. Journals
- E. Portfolios
- F. Computer programs
- G. Projects
- H. Media production

VII. Grade Determinants

- A. Projects
- B. Exercises
- C. Essays
- D. Quizzes/Tests
- E. Critique Discussions
- F. Presentations

Given the goals and outcomes described above, the primary formats, modes, and methods for teaching and learning that may be used in the course:

- A. lecture/discussion
- B. small-group work
- C. Readings
- D. Tutorials
- E. Computer-assisted instruction
- F. Guest speakers
- G. Laboratory/Computer Lab/Studio work time
- H. Student oral presentations

VIII. Texts and Materials

- A. Suggested textbook: Open Educational Resources or Potter, J.W. (2019) Media Literacy (latest edition). Sage Publications.
- B. interviews
- C. journals
- D. reviews
- E. student writing
- F. film and video
- G. audio sources
- H. web sources
- I. other computer-based sources

(Please Note: The course outline is intended only as a guide to course content and resources. Do not purchase textbooks based on this outline. The RVCC Bookstore is the sole resource for the most up-to-date information about textbooks.)

IX. Resources

- A. Computer Lab
- B. Electronic Media Access

X. Check One: ☐ Honors Course ☐ Honors Options ☒ N/A