

**University of Arkansas - Fort Smith**  
**5210 Grand Avenue**  
**P. O. Box 3649**  
**Fort Smith, AR 72913-3649**  
**479-788-7000**

**General Syllabus**

**MCOM 3313 Media Criticism**

Credit Hours: 3

Lecture Hours: 3

Laboratory Hours: 0

Prerequisite: MCOM 2223 Communication Theory

Effective Catalog: 2018-2019

**I. Course Information**

**A. Catalog Description**

Students will advance media literacy through media criticism. Provides students with the ability to analyze and evaluate media texts through a variety of critical, cultural communication methodological and theoretical approaches. Focus will be on developing a critical understanding of dominant media, such as music, television, and film, and their role in society.

**B. Additional Information - None**

**II. Student Learning Outcomes**

**A. Subject Matter**

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

1. Identify key contemporary communication concepts and theories involved in a critical understanding of media consumption.
2. Demonstrate understanding of being a media literate consumer.
3. Analyze and evaluate impact of media on American society, audiences for the enhancement of media literacy.
4. Apply approaches to conducting audience analysis and media effects research.
5. Develop independent, original written research about the impact of media consumption on American culture.
6. Create digital and oral presentations of written work and ideas.

**B. University Learning Outcomes (ULO)**

This course enhances student abilities in the following areas:

**Ethical Decision Making**

Students will recognize and analyze ethical dilemmas associated with media use, portrayals, and effects through oral presentation and/or written reports.

**Global and Cultural Perspectives**

Students will reflect upon cultural or global differences and their implications for interacting with people from cultures other than their own.

**Analytical Skills**

**Critical Thinking Skills:** Students will draw conclusions and/or solve problems associated with critical media consumption through case studies and peer-review of student projects.

**Communication Skills (written and oral)**

Students will communicate effectively about media use and effects.

**III. Major Course Topics**

- A. Media Literacy
- B. Critical Media Consumption
- C. Media Effects, Audience Analysis, and Cultural Impact
- D. Media's Role in Society
- E. Media Bias and Subjectivity
- F. Impact of Largest Media Conglomerates
- G. Independent and Citizen Media
- H. Advanced Media Research
- I. Advanced Media Analysis

