

COURSE DETAIL

INTRODUCTION TO MEDIA STUDIES

Country

Korea, South

Host Institution

Yonsei University

Program(s)

Yonsei University

UCEAP Course Level

Lower Division

UCEAP Subject Area(s)

Communication

UCEAP Course Number

45

UCEAP Course Suffix**UCEAP Official Title**

INTRODUCTION TO MEDIA STUDIES

UCEAP Transcript Title

INTRO MEDIA STUDIES

UCEAP Quarter Units

4.50

UCEAP Semester Units

3.00

Course Description

This course examines the basics of mass media and their social, economic, and psychological implications. The course presents theoretical approaches to the study of mass media and explores how mass media technologies affect economic structures, social processes, and psychological consequences such as information economy, interpersonal communication, relationship development, community building, and civic and political participation. In addition, covering various mass media including the Internet, mobile phones, social networking sites, and computer games, the class discusses key concepts such as privacy, addiction, and copyright. Text: J. D. Straubhaar, R. LaRose & L. Davenport "MEDIA NOW: UNDERSTANDING MEDIA, CULTURE, AND TECHNOLOGY" Assessment: Attendance and participation (10%), Group project (20%), Midterm exam (35%), Final exam (35%)

Language(s) of Instruction

English

Host Institution Course Number

COM1101

Host Institution Course Title

INTRODUCTION TO MEDIA STUDIES

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Mass Communication

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