

# 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 Course Details

## Host Institution Campus

## Host Institution Faculty

## Host Institution Degree

## Host Institution Department

Mass Communication

## Course Last Reviewed

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