

Media Studies

Plan for Testing Major & Minor PLOs
2003 – 2024 & 2024 – 2025

Program Learning Outcomes

1. PLO History:

- a. Students should be able to explain the key developments and social actors of media history, from the oral/aural era to the printing press to digital media.
- b. Students should be able to explain how these key developments were and continue to be embedded within larger cultural, economic, political, and social conditions around the world.
- c. Students should be able to recognize and distinguish between key media history theories and terms.

2. PLO Theory:

- a. Students should recognize and be able to define key analytical concepts in Media Studies, including but not limited to: political economy, globalization, hegemony, culture, ideology, representation, aesthetics, rhetoric, reception, text, genre, myth, interpretation.
- b. Students should be familiar with at least three influential bodies of scholarship within media/cultural studies and be able to explain and mobilize these ideas in their papers. Example bodies of scholarship include but are not limited to: Public Sphere, Frankfurt School of Critical Theory, Birmingham School of Cultural Studies, Psychoanalysis, Feminist & Queer Thought, Critical Race Theories, Structuralism & Semiotics, Poststructuralism & Postmodernism, and Digital Media Scholarship.
- c. Students should understand what theorizing involves (making serious, and ideally testable, generalizations about the world based in deep understanding of social and cultural phenomena) and be able to synthesize and theorize from evidence and reading.

3. PLO Policy:

- a. Students should be able to describe the role of media in politics and give appropriate examples of the ways in which mediation affects core democratic processes—for example, the role(s) of media in elections, public policy making, public debate, social change movements, international/global relations, and other democratic political processes.
- b. Students should be able to describe the role(s) of government and the courts in regulating media institutions. Examples include, but are not limited to: First Amendment based laws structuring press freedoms; the historical and contemporary role of the Federal Communication Commission (FCC) in regulating media ownership, licensing and content; contemporary US and global policy making around internet administration and net neutrality.

4. PLO Research & Analysis:

- a. Students should be able to: identify a significant research topic for a project; formulate the appropriate research question(s); state the project's relevance and contribution to knowledge and frame it within an appropriate theoretical context.
- b. Students should be able to conduct and write up a focused literature review-- i.e. they should know how to use the library, data bases, and reference lists in published works to find sources, know how to identify the most central sources in an area, and know how to write about other peoples' work in an ethical and useful way.
- c. Students should be able to select and use an appropriate media studies method – such as text analysis, interviewing, ethnography, historical analysis -- to answer their research questions.

- d. Students should be able to analyze and write up their original research into a coherent report, identifying key themes and patterns, and coming to a conclusion, thereby completing a significant and relevant research project.

5. PLO Production:

a. Audio/Video/Digital

- i. Students should have a basic understanding of the techniques underpinning media production.
- ii. Students should be able to operate basic production equipment including video cameras, sound recording devices and computer editing software.
- iii. Students should be able to work collaboratively to create media projects to produce work that is greater than the sum of its parts.

b. Journalism

- i. Students should understand the difference between journalism and other types of writing, namely that the main ingredients in journalism are verified and attributed facts clearly presented for an audience.
- ii. Students should be able to gather, evaluate, prioritize and contextualize information from a variety of sources – direct observation, interview, and review of secondary and tertiary sources.
- iii. Students should be able to convey reported information in a fair, accurate and engaging manner, regardless of medium.

2023 – 2024

PLO #4: RESEARCH

Fall 2023

MS313: “Media Theory & Criticism,” taught by Inna Arzumanova

MS100: “Introduction to Media Studies,” taught by Wan-Jun Lu

MS407: “Alt. Media & Social Change,” taught by Dorothy Kidd

Spring 2024

MS409: “International and Global Media,” taught by Wan-Jun Lu

2024 – 2025

PLO #5: PRODUCTION

Fall 2024

MS221: “Audio Production” taught by Sheri Brenner

MS342: “Political Reporting” taught by Tim Redmond

Spring 2025

MS222: “Video Production” taught by Danny Plotnick

MS223: “Journalism 1” taught by Tim Redmond