

**45-248. The Political Economy of Mass Media**

**Learning Outcomes**

Last Updated: October 14, 2011

(PDC110531-5.1)

<p><b>Learning Outcomes</b>  <i>(see <a href="#">Appendix A</a> for more on learning outcomes)</i>  <u>At the end of this course, the successful student will know and be able to:</u></p>	<p><b>Characteristics of a University of Windsor Graduate</b>  <u>A U of Windsor graduate will have the ability to demonstrate:</u></p>
<p>Identify the major media conglomerates in North America and their role in the economy.</p>	<p>A. the acquisition, application and integration of knowledge</p>
<p>Assemble comprehensive profiles of media conglomerates that illustrate the myriad ways media and govt. relate to each other</p>	<p>B. research skills, including the ability to define problems and access, retrieve and evaluate information (information literacy)</p>
<p>Explain the web of relationships between media, politics, governance, the larger economy and various publics</p>	<p>C. critical thinking and problem-solving skills</p>
<p>Comprehend the key themes in two text books and develop library research skills to contribute to group projects</p>	<p>D. literacy and numeracy skills</p>
<p>Identify the important role citizens play in sustaining a democracy</p>	<p>E. responsible behaviour to self, others and society</p>
<p>Prepare and present a report on a media conglomerate</p>	<p>F. interpersonal and communications skills</p>
<p>Research, discuss and debate with a group of peers the role of a particular media conglomerate and present the results to class</p>	<p>G. teamwork, and personal and group leadership skills</p>
<p>N/A</p>	<p>H. creativity and aesthetic appreciation</p>
<p>Enable students to become better participants in democratic processes by understanding the media's role in those processes</p>	<p>I. the ability and desire for continuous learning</p>