

## COMM 115: MASS COMMUNICATION (S)

This course provides a foundation for understanding the relationship between media and culture. By increasing media literacy, students will see how culture influences and is influenced by media. Students will gain the skills necessary to critically analyze, evaluate, and craft effective messaging for various forms of media, including print, broadcast, digital, and social media. Students will learn how these forms of messaging shape public perception, consumer behavior, social norms, and crisis response.

**Credits:** 3

**Department:** [Communication](#)