CTE Social Science Hallmark Questions
(Please address the questions below.)

1. The course helps students think critically about one’s own behavior in society and the larger global community.

Does the course content include examining one’s own behavior in society and the larger global community?
   yes

If yes, what aspect? (i.e., social norm: appropriate or inappropriate behavior; action and reaction, etc.)

   This course is a look at the world of mass communication and its interrelationship to our culture. It is the studies of the impact and relevance of mass media on our society as technology moves us even further into the information age. Emphasis is on how media affects and manipulates popular culture today, including one’s own behavior, through the understanding of the relationship between mass communication and culture.

How does the course require students to demonstrate knowledge gained? (Projects, papers, etc.)

   Methods of evaluation includes participation in group critique sessions and discussions, individual written assignments, group and individual contributions and participation in written, visual, and oral presentations, exams.

2. The course promotes knowledge of multiple methodologies and theoretical approaches in understanding human behavior and societies.

Does the course content include concepts, models, practices, or issues of concern in the scientific understanding of human behavior and societies?
   yes

If yes, which methods, such as interviews, case studies, observation, focus groups, surveys, experiments, and literature reviews, are employed in this course?

   Interviews, case studies, observation, focus groups, surveys, experiments, and literature reviews, are employed in this course.

What does the course require of students in order to demonstrate knowledge gained by the quantitative and/or qualitative methods employed in understanding human behavior and societies?

   Methods of evaluation includes participation in group critique sessions and discussions, individual written assignments, group and individual contributions and participation in written, visual, and oral presentations, exams.

3. The course helps students synthesize and apply social science concepts to understand human behavior and societies.

Does the course content use social science concepts to explain human behavior and interactions?
   yes

If yes, which social science concepts? (i.e., geographic: cultures and cultural diversity, civic: justice, economics, historical origins or eras, violations: human rights, peace, value, power, etc.)

   1. Basic concepts: The Communication Process
      Information processing: the Media; the Consumer

   2. Interaction of culture and mass communication
      Commercialization of culture; Popular culture

   3. International communication and culture
      Media in other countries

   4. Development of the print media
      Books; Newspapers; Magazines;
5. Development of the electronic media
   - Motion pictures; Radio; Recorded music; Television
6. Media shapers and manipulators
   - Advertising; Public Relations; American politics
7. Media: Controls; Concerns; and Consequences
   - Legal; Ethics; and Effects

How does the course require students to demonstrate knowledge gained?
Methods of evaluation includes participation in group critique sessions and discussions, individual written assignments, group and individual contributions and participation in written, visual, and oral presentations, exams.

4. The course enables students to show how principles from social sciences can be used to make informed, reasoned, and ethical personal choices to form public policy.

Does the course content include social science principles?
yes
If yes, which social science principles?
Primarily the media influences on the distribution of knowledge and the formulation of policies dealing with social issues and activities that affect things like living conditions, environmental policies, child protection, social exclusion, education, crime, etc.. Interaction of culture and mass communication, the commercialization of culture; and popular culture.

How does the course require students to demonstrate knowledge gained can be used to make informed, reasoned, and ethical personal choices to form public policy?
Methods of evaluation includes participation in group critique sessions and discussions, individual written assignments, group and individual contributions and participation in written, visual, and oral presentations, exams.