

# Course Expectation Resource Sheet - MED 120

*“What can students expect if they choose this course?”*

**Course:** MED 120 - Mass Media and Society

**Department:** Communication, Media, Journalism, & Film

**Credit Hours:** 3

**Prerequisite:** None

**Catalog Description:** The course examines theories and issues related to mass media. Students will understand the media’s role through historical, present and future trends as agents of social change and cultural influence. The course will examine the media as an industry and its critical role as the fourth estate in American democracy.

**Catalog:** 2025-2026 **Last Updated:** 2/24/2026

**Gen Ed Course:** Yes

**Gen Ed Area:** HUMAN CULTURES

**Gen Ed Requirement:** Social & Behavioral Sciences (GEC 110)

**CORE-42 Course:** Yes

**CORE-42 Area:** Social & Behavioral Sciences

**MOTR Code - MOTR Title:** SBSC 100 - Introduction to Mass Communications

**Is credit also available through:**

**Advanced Placement (AP)?:** No

**College Level Exam Program (CLEP)?:** No

**International Baccalaureate (IB)?:** No

*(click link for more information and required scores)*

## Responses and Advice from Department Representatives

*Last Updated: 2/27/2026*

**The following responses apply to:** Both seated and online courses

### What expectations do you have for students in this course?

Seated Sections:

Students are expected to attend lecture and lab classes. Lab classes require more direct student participation in class discussions and writing workshops.

Students are also expected to complete assigned readings before the respective class.

Students should pay close attention to the course schedule to keep up with reading and assignment deadlines, as well as to know where to meet each day for class.

Students must also utilize the Brightspace page to turn in assignments/quizzes, read feedback, access their grades, and find provided writing and research resources.

Lastly, students are expected to manage their own time and communicate with their lab instructor when they have issues or questions.

Online Sections:

Students are expected to complete all assigned materials each week, including assigned readings, lecture videos/slides/notes, quizzes, and assignments.

Students must also utilize the Brightspace page to turn in assignments/quizzes, read feedback, access their grades, and find provided writing and research resources.

Students need to be able to manage their own time and communicate with the instructor when they have issues or questions.

**What types of study skills do you expect students to use in this course?**

This course includes weekly quizzes and three unit exams.

The quizzes allow 3 attempts and have no time limit.

The exam reviews/study guides are available all semester.

Suggestion: Complete the relevant reading each week,

Taking the quiz once,

then attend lectures for the week,

take the quiz again,

and then take the quiz once more after studying their notes, the reading(s), and lecture slides.

Take notes as you read, as well as during lectures.

I also suggest filling out the study guide throughout each unit.

**What study techniques seem to work best for students who do well in this course?**

Students seem to excel on quizzes exams when they have read the assigned material, attended lectures consistently, and filled out the study guide in advance.

**What behaviors or habits seem to cause students to struggle in this course?**

Students sometimes struggle in the class due to procrastination or low attendance.

It is hard to grasp the concepts from class if you are not present for lecture, and attendance/participation is graded.

It is also difficult to catch up in the course after missing a few assignments due to the fast-paced nature of the course.

Students also seem to put off working on large writing assignments until the deadline.

My suggestion is to read the instructions well in advance, so the assignment is not so ambiguous and overwhelming.

I also suggest chipping away at each writing assignment in small parts and asking for help in advance if you feel stuck.

Lastly, student should use the plethora provided research and writing resources to help them succeed on writing assignments.

**What types of struggles do you see most often? What recommendations do you give to students who struggle in this course? What other advice do you offer to students for success in this course?**

Students generally struggle with turning in assignments on time.

Work ahead, ask questions, and communicate in advance if you are struggling.

Students also struggle with citations, grammar, and sentence structure.

There are resources provided on the Brightspace page that can help students overcome these challenges.

Finally, students that procrastinate tend to rely on AI more than other students, even if they do not initially intend to use AI in their work

There is a strict AI policy and instructors have a good eye for AI writing.

Do your best to start work early, make a timeline for completing each assignment, and email in advance if you need an extension. We would rather grade late-work than AI-generated content.

**How do you describe the course to students when they ask “What is this class about?” (without using the catalog description)?**

MED 120 is a journey through the development of various media industries and their impacts on culture and society. We study the history of media technologies, products and genres, psychological and

philosophical approaches to understanding media and its effects on audiences, government regulation of broadcast media, and overall, the reciprocal impact media and culture have upon each other.

**Beyond meeting a General Education requirement, what benefits can students realize from choosing this course?**

MED 120 helps students understand how we got here. Students can learn about the origins of our media-dominated landscape and how the past informs how we understand contemporary and future developments in our media landscape. Students can also enhance their ability to analyze media products, construct substantial arguments, research unfamiliar topics, and further develop their critical thinking and media literacy skills.

**Other than your major/minor/certificate students, what groups of students could find this course relevant to their degree program or career path?**

Students from a wide range of majors can make interesting connections to their desired field in MED 120. Students interested in psychology, sociology, communication, anthropology, history, political science, philosophy, advertising, marketing, sales, English, creative writing, art, photography, education, music, theatre, museum studies, and even public administration can all learn content and practice skills relevant to their degree/career in the course. The broad, integrated nature of the course caters to a diverse set of interests.

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