Media and Cinema Studies

MACS 264  Economics of the Media  credit: 4 hours.

An introduction to the political economy of the media in the U.S. The purpose of the class is to acquaint students with a core understanding of how the media system operates, and with what effects, in a capitalist society. The course examines the role of advertising, public relations, corporate concentration, and government regulation upon journalism, entertainment, culture, and participatory democracy. The class also examines issues such as the Internet, globalization, and public broadcasting.

This course satisfies the General Education Criteria for a:
Humanities – Hist & Phil
Cultural Studies - Western

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<th>CRN</th>
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<th>Time</th>
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<tr>
<td>57656</td>
<td>Lecture-Discussion</td>
<td>A</td>
<td>12:30 PM - 01:50 PM</td>
<td>TR</td>
<td>243 - Wohlers Hall</td>
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Hist&Philosoph Perspect, and Western Compartv Cult course.
Course will open to campus on April 11 at 2:00 pm.