

COMM-375 : Media Effects

Examines media effects research from the early 20th century to the present. Students learn about various methods used by social scientists to identify and measure the effects of persuasive messages on changes in knowledge, attitudes and behaviors. Students gain skills in framing research questions about media effects, designing effects studies and evaluating claims of media effects advocated by scholarly and non-scholarly sources. FILA general education: social sciences.

Credits 3

Prerequisites

[FILA-150](#) or [FILA-350EW](#)

Term Offered

Fall Only

Session Cycle

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