

# MCM 3000 Insights - November 2024

Welcome to the November edition of our Mass Media Insights newsletter. This monthly email is part of our new initiative to foster a more connected and engaged College Now Mass Media program and allow us to enhance our teaching practices.

We'll explore new trends, research developments, and news stories shaping the media landscape each month alongside important College Now and KBCC Media Studies information.

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## Upcoming

**Important:** CUNY grading opens on December 9th

**Notable:** The course shell for MCM 30 for College Now instructors using Google Classroom is now available. You may access the content using this link:  
<https://classroom.google.com/cl/NzM1NDQwOTM0NzEw?resourceKey=f38171fc-bd84-46fe-ab65-4934869e1b1b>

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## Focus Topic: Active Learning Strategies in Mass Media

Active learning in mass media education involves engaging students in activities that promote analysis, evaluation, and synthesis of media concepts. Instead of passively listening to lectures, students participate in discussions, group projects, and case studies that connect theoretical frameworks to real-world media examples. Techniques such as media content analysis, role-playing as journalists or media strategists, and creating multimedia projects enable students to critically examine the role of media in shaping public opinion, culture, and behavior. This hands-on approach fosters deeper

understanding and retention of mass media principles while building skills essential for media-related careers.

## Example of Active Learning Lessons and Assignments in Mass Media

### Lesson Plan: Analyzing Media Bias and Representation

#### 1. Objective:

- Students will learn to identify bias and representation issues in media.
- They will analyze how media framing influences audience perception.

#### 2. Pre-Class Assignment:

- Students read selected chapters from MCM OER
- Watch two news reports on the same topic from different outlets (e.g., Fox News and CNN) and take notes on tone, framing, and language.

#### 3. In-Class Active Learning Activities:

- **Group Discussion:** Divide the class into small groups to compare observations from their pre-class assignment. Each group will identify examples of bias or framing.
- **Media Bias Spectrum Activity:** Groups place their analyzed outlets on a spectrum from least biased to most biased based on their findings. They must justify their placements with evidence from the reports.
- **Role Play:** Assign students roles as editors of different media outlets. They will rewrite a given news story to align with their assigned outlet's editorial stance. Groups present their rewrites to the class, explaining their decisions.

#### 4. Post-Class Assignment:

- **Essay Assignment:** Write a 2-page essay reflecting on how media framing and bias influence public understanding of issues. Include examples from the in-class activity and outside sources.
- **Media Analysis Project:** Over a week, select a trending news story and analyze how three different media outlets report on it. Submit a comparative analysis in multimedia format (e.g., infographic or video).

## 5. Assessment:

- Participation in group activities and discussions.
- Quality and depth of analysis in the essay and media analysis project.
- Peer and instructor feedback on group presentations.

## Critical Trends in Mass Media Research

**Social Media's Influence on News Consumption:** Studies highlight an increasing reliance on social media influencers as primary news sources, particularly among younger demographics, raising questions about credibility and bias.

**AI Integration in Media:** Research explores the growing role of AI in automating media production and personalization, alongside ethical concerns about content authenticity and misinformation.

**Resilience Against Misinformation:** Investigations focus on strategies to combat misinformation, emphasizing media literacy programs and legislative challenges to balance free speech with factual accuracy.

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## Emerging Theories in Mass Media

**Decentralized Content Models:** Emerging theories examine how the creator economy disrupts traditional media structures, shifting power dynamics in content production and distribution.

**Ethical Implications of AI-Generated Media:** Scholars are investigating the moral and regulatory challenges posed by AI in generating news, entertainment, and deepfake technologies.

**Impact of Immersive Technologies:** Theoretical work explores how Virtual Reality (VR) and Augmented Reality (AR) reshape narrative forms and audience engagement in storytelling.

## Recent News in Mass Media

**Influence of Social Media on News Consumption:** A Pew Research Center study revealed that 20% of U.S. adults regularly receive news from influencers on platforms like Facebook, Instagram, TikTok, X, and YouTube. This trend is particularly pronounced among adults aged 18 to 29, with 37% relying on these sources. The study also highlighted that most news influencers are men, with notable gender disparities across platforms, except on TikTok, where left-leaning influencers outnumber right-leaning ones

**Challenges to Misinformation Legislation:** In Australia, the Greens party announced their opposition to the government's misinformation bill, effectively ensuring its failure in the Senate. The bill aimed to combat misinformation and disinformation on social media. Critics, including the Coalition and the Greens, argued that the bill did not adequately address the issue and posed risks to free speech.

**Media Coverage of Election Processes:** U.S. media outlets prepared to address widespread misinformation and provide accurate news coverage during the upcoming election. Organizations like The Associated Press, Fox News, CNN, and ABC deployed extensive resources to ensure transparency and validity in their reporting. Enhanced technological tools and increased staffing focused on clear vote counts and situational explanations to counter potential disinformation.

## Spotlight on Mass Media Research Journals

"Visual Communications Curriculum for the 21st Century: A Longitudinal Assessment of a Communication Design Program" - Authors: Adam Wagler and Katie Krcmarik - Published in: Journalism & Mass Communication Educator, September 20, 2024 -

**Summary:** This study evaluates the evolution of a communication design program, emphasizing the integration of contemporary visual communication strategies to meet current industry standards.

"Preparing Public Relations Practitioners for the AI Era: Advancing Pedagogical Principles in Public Relations' Artificial Intelligence Education" - Author: Aimei Yang - Published in: Journalism & Mass Communication Educator, September 19, 2024 -

**Summary:** This article explores the incorporation of artificial intelligence into public relations education, proposing pedagogical frameworks to equip future practitioners with necessary AI competencies.

"Innate Qualities or Learned Skills? Copy Editors Disagree About the Need for Training" - Authors: Alyssa Appelman and Kirstie Hettinga - Published in: Journalism & Mass Communication Educator, September 13, 2024 -

**Summary:** This research investigates differing perspectives among copy editors regarding the necessity of formal training, analyzing the balance between inherent abilities and acquired skills in editorial work.

"The Magazine Mirage: Implementing Experiential Learning for Capstone Curriculum in a News Desert" - Authors: Elizabeth Meyers Hendrickson and Kelly K. Ferguson - Published in: Journalism & Mass Communication Educator, September 12, 2024 -

**Summary:** This study examines the application of experiential learning in capstone courses, particularly within news deserts, highlighting strategies to provide students with practical journalism experience in areas lacking robust news coverage.



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We hope this newsletter provides valuable insights into the current landscape of mass media research and theory. If you'd like to contribute your research or suggest topics for future editions, please feel free to reach out.