

# Updating the Undergraduate Mass Communication Curriculum with an Entertainment Media Course

with Nicholas Bowman

Saturday, October 17, 2020 | 11:00 am - 12:15 pm | East Room

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Most communication programs have required courses on mass media/communication. These courses usually have a single chapter focused on entertainment media, discussing the entertainment industry, as well as the uses and effects of entertainment content on people's thoughts, feelings, and actions. Yet in the last 20 years, entertainment media scholarship has grown into a sub-discipline in its own right, integrating numerous theories and perspectives from communication, psychology, sociology, and other fields. In this short course, we present a bleeding edge "roadmap" of entertainment media scholarship as a guide to help colleagues develop curriculum of their own, using examples and course materials already in use at our institutions. At no additional cost to faculty and graduate membership, registrants will be provided instructor review copies of the latest textbook, *Media Entertainment* (Kendall-Hunt, 2019).