Course Descriptions for Mass Communications

MASS COMMUNICATIONS (MCOM) (55)

MCOM-101. COMMUNICATIONS WRITING 3:3:0
This course is designed to provide our Communication students with background in all forms of writing that they will encounter as professionals. They will study traditional structures such as newspaper and news media. They will learn how writing for the ear differs from writing for the newspaper or screen. They will learn the basis of Internet writing. All these areas will be explored further by students once they move into the next more specialized phases of the program.
Credit, three hours.

MCOM-191. UNIVERSITY SEMINAR I – MASS COMMUNICATIONS 1:2:0
University Seminar is a two-semester, General Education course sequence designed to provide students with the essentials for a smooth transition to college life and academic success. Academic skills will be developed. These skills include critical reading, thinking, listening, writing, speaking, and using the library, the internet, and word processing. Values clarification, coping with peer pressures, and the impact of a healthy lifestyle will be addressed. Opportunities will be provided for self-evaluation and growth in basic learning strategies as well as personal and career goals. Knowing the history of the University, feeling connected to the institution, and sharing a common educational experience with other freshmen are important goals of this course.
Credit, one hour.

MCOM-192. UNIVERSITY SEMINAR II – MASS COMMUNICATIONS 1:1:0
University Seminar is a two-semester, General Education course sequence designed to provide students with the essentials for a smooth transition to college life and academic success. Academic skills will be developed. These skills include critical reading, thinking, listening, writing, speaking, and using the library, the internet, and word processing. Values clarification, coping with peer pressures, and the impact of a healthy lifestyle will be addressed. Opportunities will be provided for self-evaluation and growth in basic learning strategies as well as personal and career goals. Knowing the history of the University, feeling connected to the institution, and sharing a common educational experience with other freshmen are important goals of this course.
Credit, one hour.

MCOM-209. ORGANIZATIONAL COMMUNICATION 3:3:0
The course introduces students to the communication dynamics of an organization. Students discuss such topics as upward and downward communications, human relations, bargaining, and organizational culture.
Credit, three hours.

MCOM-216. TELEVISION PRODUCTION I 3:3:0
The course explores the principles, mechanics, techniques, tools, processes, and aesthetics of television production. Students learn to perform the basic job requirements of the camera operator, audio operator, video switcher, lighting director, floor manager, graphics operator, and director.
Prerequisites: MCOM-217.
Credit, three hours.

MCOM-217. INTRODUCTION TO MEDIA TECHNOLOGY 3:3:0
The course is designed to introduce students to the technical and operational basics of audio, video, and multimedia production needed to be successful in the higher-level 55-classes.
Credit, three hours.

MCOM-218. PUBLIC RELATIONS PRINCIPLES AND PRACTICES 3:3:0

The course introduces the student to the practice of public relations. The entire scope of the field will be examined with emphasis placed upon areas of specialization, media relations, and simultaneous multi-public workings.
Credit, three hours.

MCOM-220. SPORTS BROADCASTING 3:3:0
The course is designed to introduce students to the technical, organizational, and practical side of announcing sports on radio and television.
Prerequisites: MSCM-215.
Credit, three hours.

MCOM-223. SOUND PRODUCTION I 3:3:0
The course introduces students to the history of sound in radio and television. Students examine the influence of television on sound perception. Students learn techniques and applications of editing and sound processing. Students utilize music/sound libraries.
Prerequisites: MCOM-217.
Credit, three hours.

MCOM-241. REPORTING AND WRITING 3:3:0
The course gives basic instruction and practice in news gathering and writing for publication, internet, or broadcast outlet.
Credit, three hours.

MCOM-251. PUBLIC RELATIONS WRITING 3:3:0
The course gives students practical experience in developing written communications tools used in public relations. The student learns to prepare press releases, biographies, fact sheets, speeches, brochures, newsletters, and press kits.
Prerequisites: MCOM-218.
Credit, three hours.

MCOM-280. PRINCIPLES OF ADVERTISING 3:3:0
This course introduces students to the history, nature, and function of advertising and its role in the communications process. Students are exposed to creative functions of the theoretical and practical opinions of message development and advertising media selection.
Credit, three hours.

MCOM-300. ADVERTISING COPYWRITING 3:3:0
This course prepares students to design, write copy and scripts for print, Internet, and broadcast commercials. Students learn about the creative side of an advertising agency, preparing them to work as copywriters, graphic designers, art directors, and creative directors.
Prerequisites: MCOM-280.
Credit, three hours.

MCOM-307. AMERICAN CINEMA AND SOCIETY 3:3:0
Student will critically screen a selection of feature length, narrative films, and documentaries created by both well-regarded and emerging American Directors. They will consider and discuss what this medium continues to say about us and our society, both in terms of content and the timing and manner of release. Students will learn the grammar of film and to recognize techniques used by these storytellers to telegraph their own viewpoints about their subjects. Students will write about and defend in active conversation with classmates their own conclusions about the medium and films screened in class.
Credit, three hours.

MCOM-311. INTRODUCTION TO DOCUMENTARY FILMMAKING 3:3:0
Participants will be introduced to the history, criticism, and fundamental concepts of producing documentary film and digital media. Students will screen, discuss, and deconstruct documentary films and digital media from an international body of work that represents cross section of both topics and production modes. They will gain an appreciation for the history of documentary filmmaking and the pioneers who helped to establish the documentary form.
Prerequisites: MCOM-371 or MCOM-409.
Credit, three hours.

MCOM-334. MEDIA RESEARCH TECHNIQUES 3:3:0
The course provides experiences in the fundamentals of scientific research in general and mass media research in particular and it exposes students to a variety of research approaches and research methods, data collection, and data analysis procedures.
Prerequisites: Junior or Senior status.
Credit, three hours.

MCOM-336. ON-LINE JOURNALISM 3:3:0
The course covers the basics of online storytelling including producing multimedia presentations, blogging, social media and examines the legal and ethical challenges created by the free flow of information on the Internet.
Credit, three hours.

MCOM-342. MAGAZINE WRITING 3:3:0
The course teaches students to write editorial and feature stories for magazine and newspaper publication. Students will examine the relationship between editorial/feature content and the audience market. Students are required to submit work for publication.
Prerequisites: MCOM-241.
Credit, three hours.

MCOM-344. INDEPENDENT STUDY 1-3:1-3:0
An independent project or series of readings, research, and writing.
Prerequisites: Consent of the Instructor and Department Chair.
Credit, one to three hours.

MCOM-351. PUBLIC RELATIONS AND THE NET 3:3:0
The course analyzes the state of contemporary media – online and off – and its impact on public relations examining key factors influencing reportorial and editorial coverage of entertainment, business, government, and not-for-profit interest. Special emphasis is on the advent of the Internet, the rise of citizen journalism, and the impact of blogs and other social media. Students will utilize a free online website development tool to develop a strategic media relations campaign aimed at publicizing a product, service, idea, or issue of their employers or other organizations, and that uses a variety of traditional and non-sensible outcomes.
Credit, three hours.

MCOM-352. PUBLIC RELATIONS MANAGEMENT AND CAMPAIGNS 3:3:0
The course examines problems public relations practitioners have encountered in the areas of business, education, religion, and non-profit organizations. Students examine both successful and unsuccessful campaigns.
Prerequisites: MCOM-251.
Credit, three hours.

MCOM-353. PUBLIC OPINION AND PROPAGANDA 3:3:0
The course exposes students to historical uses of persuasive communication. Students learn how to communicate persuasively.
Prerequisites: MCOM-251.
Credit, three hours.

MCOM-361. SOUND PRODUCTION II 3:3:0
The course permits students to produce feature programs for radio or sound tracks for television. Students produce synchronous and asynchronous studio and location recordings. Students learn the art of digital and analog mixing.
Prerequisites: MCOM-223.
Credit, three hours.

MCOM-371. TELEVISION PRODUCTION II 3:3:0
The course builds on Television Production I and incorporate administering, directing, producing, editing, and programming of television programs.
Prerequisites: MCOM-216.
Credit, three hours.

MCOM-372. BROADCAST NEWS GATHERING AND REPORTING 3:3:0

The course enables students to gather and report news using electronic and traditional means. Students produce news segments using electronic newsgathering equipment.
Credit, three hours.

MCOM-373. TELEVISION PRODUCTION III 3:3:0
The course provides skills in the creation of multi-images and in the manipulation of the image size, shape, light and color, texture, and motion. The course builds on Television Production I and II.
Prerequisites: MCOM-371.
Credit, three hours.

MCOM-405. TECHNIQUES OF LAYOUT AND DESIGN 3:3:0
The course will provide experience in newspaper and magazine make-up. Students will have hands-on experience in preparation of news copy, page layouts, pictures, and other graphic materials for newspaper publication and layout, typography for magazines, newsletters, brochures, and similar publications.
Prerequisites: MCOM-241.
Credit, three hours.

MCOM-407. ETHICS AND THE MEDIA 3:3:0
The course examines the legal and ethical principles and standards governing print and electronics media. Furthermore, the course examines the performance of the various media of mass communications in light of ethical standards, employing case studies, lectures, and discussion sessions.
Credit, three hours.

MCOM-408. TECHNICAL AND SCIENTIFIC WRITING 3:3:0
The course will provide experience in writing scientific and technical material.
Prerequisites: ENGL-101, ENGL-102, or consent of the Department.
Credit, three hours.

MCOM-430. SOUND PRODUCTION III 3:3:0
The course trains students to merge traditional writing with audio-video production in the Internet-oriented newsroom. The course will introduce the students to the technical, editorial, business, and creative demands of the online journalism market.
Prerequisites: MCOM-361.
Credit, three hours.

MCOM-440. MEDIA MANAGEMENT 3:3:0
The course examines mass communication management problems via examination of the historical, social, cultural, legal, economic structure, and operation of American media organizations.
Credit, three hours.

MCOM-450. INTERNSHIP 3:3:18
The course provides a supervised program to give students knowledge and experience in the areas of concentration.
Prerequisites: Consent of the Department Chair.
Credit, three hours.

MCOM-460. SENIOR CAPSTONE 3:3:0
The course permits students to propose, write, design, produce, and direct extended production programs. Students will also write a research paper in support of their creative project.
Prerequisites: MSCM-334, Senior status, and consent of the Department Chair.
Credit, three hours.