

**DEPARTMENT OF MASS COMMUNICATIONS
COURSE DESCRIPTIONS**

All Mass Communications majors must meet prerequisites. All others may take classes with the Department Chair's permission.

Mass Communications - MCOM

MCOM 101. Introduction to Mass Communications.

Prerequisite: Freshmen must be simultaneously enrolled in ENGL 101. An introduction to the history, policies and practices of the mass media and a study of their role in contemporary society. Three hours.

MCOM 102. Media Writing.

Prerequisite: Freshmen must be simultaneously enrolled in ENGL 102. An introduction to the basic modes of writing that takes place in the print, broadcast, public relations and advertising industries. Three hours.

MCOM 103. Electronic Production.

Prerequisites: MCOM 101 and 102. The course is designed to give students the fundamentals in television and radio production. Three Hours.

MCOM 201. Television and Radio Announcing.

Prerequisites: MCOM 101 and MCOM 102. This course enhances skills in oral and non-verbal communications as applied to the diverse field of broadcast performance, including ad-libbing, news reporting, interviewing, delivering commercials, play-by-play sports announcing, working with equipment and articulating sounds. Three hours.

MCOM 203. Journalistic Writing and Editing.

Prerequisites: MCOM 101 and 102. An introduction to the fundamentals of newsgathering, news writing and news judgment for all media; study of news sources; fieldwork, research and interview techniques. Three hours.

MCOM 204. Introduction to Public Relations.

Prerequisites: MCOM 101 and 102 An introduction to the fundamentals of public relations practice, including program and campaign planning and evaluation, working with the media, writing for PR and coordinating special events and functions. Three hours.

MCOM 205. Publications Production.

Prerequisites: MCOM 101-103. This course introduces students to newspaper and magazine layout. Students are introduced to news copy, page layout, photographs and other graphics materials for newspaper publication and typography for magazines, newsletters, brochures and similar publications. Three hours.

MCOM 206. Advance Audio Production.

Prerequisites: MCOM. 101–103. This course is intended to expose students to advanced radio production techniques. An emphasis will be placed on the recorded program production of fully developed radio features. Students will develop advanced skills in editing, radio studio production, and remote sound recording. (Majors should be linked to the student-produced radio programs). Three Hours.

MCOM 207. Advance Television Production.

Prerequisites: MCOM 101-103, 201 and 203. This course is designed to implement advanced and specialized media production techniques

in television production. The course includes training in the development of the production elements required for video projects. (Majors should be linked to the student-produced television programs). Three Hours.

MCOM 208. Broadcast Writing & Reporting I.

Prerequisites: MCOM 101-103, 201 and 203. Students learn to write and report for news and produce scripts for commercials, public service announcements, sports features, documentaries, and interviews and talk programs, comedy and other genres of programs. Three hours.

MCOM 209. Broadcast Writing & Reporting II.

Prerequisite: MCOM 208. This course builds on Broadcast Writing I. Students are introduced to professional standards used in preparing news for the electronic media, which will including writing, coverage, editing, problems, legal and ethical consideration in the news industry. Three Hours.

MCOM 214. Introduction to Advertising.

Prerequisite: MCOM 204 An overview of the principles, historical and contemporary practices of advertising in society with emphasis on newspapers, broadcast and other media organizations; ethics and career opportunities as well as reportorial skills and writing techniques, with exposure to complex issues and ideas influencing public affairs reporting. Three Hours.

MCOM 215. Public Relations Writing.

Prerequisite: MCOM 214 This course is designed to develop professional writing skills with emphasis on external communication: press releases, news conferences, spokesperson training, backgrounds memos, query letters and public service announcements, production design, employee communications, speech writing and audio visual presentations. Three hours.

MCOM 300. Media Research Techniques.

Prerequisites: MCOM 101–104 and MCOM 201 This course introduces students to study design, questionnaire construction, interviewing, data processing and report writing for qualitative and quantitative research. Three hours.

MCOM 302 Broadcast News Producing.

Prerequisites: MCOM 103 & MCOM 203 This course introduces students to the practice of gathering, writing, and producing news for broadcasting. Students will produce voice-overs, readers, packages, and all copy that is necessary for broadcast news production. (Majors should be linked to the student-produced television or radio programs). Three hours.

MCOM 303. News Reporting & Writing I.

Prerequisites: MCOM 101-103 and 203 An introduction to the principles of editing with emphasis on headline writing, page preparation, page make-up, newspaper organization and the work flow on the advertising and editorial sides of newspaper production. Three hours.

MCOM 304. News Reporting and Writing II.

Prerequisites: MCOM 101-103, 203 and 303. This course builds on News Reporting and Writing I by examining the techniques of gathering,

evaluating and writing news. Three hours.

MCOM 305. Public Opinion and Propaganda.

Prerequisites: MCOM 101-103, 214 and 215. The course is an introduction to the historical uses of persuasive communication. Three hours.

MCOM 308. Copyediting/publication production.

Prerequisites: Complete Eng. 101 and 102 with C grade, MCOM 102, 203, 303, and 304. This course combines graphics emphasis in copyediting concepts and practices, and periodical production. The content includes news selection, headline writing, illustrations, and composition for newspapers, magazines, newsletters, brochures, and similar periodical publications. (Majors should be linked to campus newspaper.) Three hours.

MCOM 352. Black Media In America.

Prerequisites: MCOM 101–103. The course focuses on the study of black-oriented media in America with emphasis on its historical background, role, impact, problems and future in American society. Three hours.

MCOM 390. Special Topics and Issues in Mass Communications.

Prerequisite: Permission of instructor and junior standing. A seminar course for seniors focused on current topics and issues related to (electronic and print news, entertainment and commercial) mass media. Seminars rotate among faculty and may include a variety of media issues from one term to the next. May assist students with senior project. Three hours.

MCOM 400. Media Law and Ethics.

Prerequisites: MCOM 101-104 and MCOM 300. A study of the performance of the various media of mass communication in light of ethical standards, employing case studies, texts and discussion sessions. Three hours.

MCOM 402. Magazine Article Writing.

Prerequisites: ENGL 101 and 102, Junior Standing, and Permission of the Department Chair. The course introduces students to the fundamentals of magazine article writing and includes ideas, preliminary research, market analysis, selecting a niche, querying and submitting articles (unsolicited) for publication. Popular writing forms include personal experiences and low to articles and feature profiles. The course also reviews editing and grammar principle. Three hours.

MCOM 403. Editorial and Feature Writing. Prerequisites: MCOM 203, 303 and 304.

The course covers principles, practice and analysis in persuasive and point-of-view writing. Course illustrates importance of research and background and illustrates differences between feature writing and editorial opinion in content, structure and writing. Includes reading and analysis of opinion and editorial pages; personal and political columns, critical reviews, letters to the editor and op-ed (opposite editorial page) pieces. Reviews basic non-fiction writing techniques and grammar. Final project is in-depth feature on contemporary issue. Three hours.

MCOM 404. Advanced Public Relations.

Prerequisites: MCOM 101-103, MCOM 204 and MCOM 205. Building

on MCOM 205, this course provides experience in developing a media campaign for a specific medium. Three hours.

MCOM 407. Producing/Directing.

Prerequisites: MCOM 103, MCOM 203, MCOM 206 or 207, & MCOM 209. This course is designed to emphasize the theory and current practice of producing and directing programs for radio and television. Course covers the aesthetic principles, tactics and processes involved in producing/directing radio and television programs. (Majors should be linked to the student-produced television or radio programs). Three hours.

MCOM 410. Information Gathering.

Prerequisites: Senior standing, MCOM 102, 203, 303, and 304. The course will cover information gathering and techniques including indepth coverage using document, online and people sources particularly academic, community and political sources used by media professionals. It focuses more intensely on interviewing and computerassisted information gathering practice. Reporting (research) writing intensive. Three hours.

MCOM 412. Ethics and Issues in Mass Communications.

Prerequisites: Junior standing, MCOM 102, 203, Eng. 101 and 102. This course covers current ethical issues in American and international media and specifically ethics cases in print and broadcast journalism, advertising and public relations media. It is an intensive writing course. Three hours.

MCOM 441. Reporting Public Affairs.

Prerequisites: MCOM 203, 303, 403, Senior standing. The course offers instruction and practice in reporting all areas of public affairs including government and the courts and incorporates precision journalism techniques and investigative reporting of special in-depth subjects. Three hours.

MCOM 450. Management, Programming & Sales for Broadcasting.

Prerequisites: All MCOM 200-300 Level Courses. This course examines mass communications management problems, provides experience in organizing programming and operating commercial and noncommercial broadcasting stations. The course also examines the theory and practical application of media sales. Three hours.

MCOM 452. Senior Project.

Prerequisites: MCOM 101-103, completion of 300-level courses in major sequence and permission of the Department Chair. This is a directed study course that requires students to plan, propose, design and implement a project which demonstrates the cumulative skills and knowledge gained from core and sequence courses. Three hours.

MCOM 453. Internship.

Prerequisites: MCOM 101-103, completion of 200-level courses in major sequence and permission of the Department Chair. This course will provide a highly supervised program designed to give students' first-hand knowledge and hands-on experiences in the discipline. Three hours. The internship approval deadlines are: April 15 for fall, November 15 for Spring, and February 15 for Summer.