

MASS COMM/JOURNALISM (MCM)

MCM 510 Introduction to Mass Communication (3 Credits)

This course is a study of the socio-economic and historical developments related to the continuing struggle for freedom of the press and growth of the electronic and print media as conveyors of information to the public.

MCM 512 Editing Publications (3 Credits)

This course examines the theory and practice in selection, preparation, and display of editorial content of publications with emphasis on mass and trade publications.

MCM 513 Specialized Writing (3 Credits)

This course is a non-fiction writing for publication (general, professional, and trade or company publications). Emphasis is placed on full-length magazine-type articles.

MCM 530 Radio Broadcasting (3 Credits)

Study of the principles, structures, and practices of radio broadcasting, including an introduction to WNSB-FM. Study of the way WNSB-FM conducts its daily operations and the equipment at the station. Emphasis on mid-management areas, which are crucial to the successful operation of all radio broadcast properties.

MCM 545 Media Management Administration (3 Credits)

This is an exploration of management roles, functions, organizational structures, and goals in the media. Also, budget planning, personnel, labor-management relations, regulation, and accountability in administering media organizations are examined.

MCM 550 Introduction to Television (3 Credits)

This course is an introduction to the use of television studio and control room equipment for simple studio productions. Emphasis will be placed on the concepts of television production, the use of microphones, lighting, and camera operation. Students will serve as production crews for short television programs.

MCM 560 Assessment and Evaluation of Writing (3 Credits)

Study of writing assessment practices with an emphasis on the variables of composition assessment, scalar measures of composition, large-scale assessment and classroom assessment methods, and alternative assessment techniques.

MCM 576 Broadcast/Cable/Satellite Sales (3 Credits)

The purpose of this course is to introduce the student to principles, structures, strategies and practices of broadcast, cable, and satellite sales. These midmanagement areas are crucial to all electronic media properties.

MCM 585 Media Technologies (3 Credits)

Contact the department for specific course information.

MCM 590A Colloquium in Media and Communication (3 Credits)

The purpose of this course is to allow graduate students the opportunity to gain professional development experience and to explore additional topics in media and communications by attending sponsored departmental, school, college and university faculty lectures, expert guest lectures/speakers and panel presentations. These professional development lectures, seminars, and colloquium presentations will be beyond the usual required and elective courses offered in the curricula.

MCM 610 Media Research (3 Credits)

This course examines the basic statistics and methods for survey research in Mass Communications. Proposal construction, elements of thesis, and research paper format are discussed.

MCM 620 Media Theory (3 Credits)

This course is designed to provide an overview of the models of communication based on Perception Theory, Learning Theory, socio-psychology models, cybernetics, and attitudes and attitude change theory. Required of all graduate majors.

MCM 630 World Cinema (3 Credits)

This course offers an advanced exploration of world cinema, tracing the historical-development and impact of films from diverse global-regions, including Europe, Asia, Latin-America, Africa, and the Middle-East. Students will analyze key film movements, directors, and the unique storytelling techniques that distinguish world-cinema from Hollywood's dominant-influence. The course emphasizes the socio-political contexts of films, the role of national and transnational identities, and the global-circulation of cinematic-forms.

MCM 640 Media Law and Public Policy (3 Credits)

This course is an in-depth study and discussion of selected legal issues and media regulatory philosophies as they relate to the regulatory process, ethics and public policy.

MCM 646 Linguistics and Reading (3 Credits)

This course is an application of linguistics to reading, with attention to phonological, morphological and syntactical structure.

MCM 648 Language and Culture (3 Credits)

This course examines interrelationships among language, perception, and culture. It pays particular attention to the works of such authors as Whorf, Lee Sapir, Carpenter and McLuhan.

MCM 650 Television Directing (3 Credits)

This course deals with the development, production, and performance of television programs, including commercial and instructional formats. Students will script, produce, direct, and perform productions utilizing television studio equipment. Productions will be videotaped and analyzed.

MCM 652 Public Relations (3 Credits)

This course is a survey of the philosophy, function, and techniques of public relations with emphasis on developing a student's creative capacity in dealing with public relations problems in various fields.

MCM 653 Media Law (3 Credits)

This course is a study of laws and public policies dealing with different modes of communication in society, including freedom-of-expression concepts and limitations placed on it, obscenity statutes, right to privacy versus right to know and defamation. The background of telecommunications regulation and ethics of the practitioners of communication are also covered. It is required of all graduate majors.

MCM 654 Professional Writing (3 Credits)

This course teaches writing for selected professions and occupations, including technical writing for industrial, educational, and social agencies. It emphasizes audience, purpose, and content analysis. The course includes proposals, feasibility studies, and short reports.

MCM 655 Intercultural Communication (3 Credits)

This course discusses communication among various cultures with emphasis on behavioral patterns of certain groups and/or social classes. This course introduces the learner to the process of understanding intercultural communication (e.g., communication between people from different cultures). This course will expose the learner to the substantive theoretical issues in cross-cultural, intergroup, and intragroup, communication that contribute to effective communication between those from different cultures.

MCM 660 Seminar in Radio/Tv/Film (3 Credits)

This course focuses on topical discussions, short papers, and presentations related to the field of broadcasting, cable, satellites, and film. Areas of study include history, economics, effects, audience research, and new technologies in the electronic media.

MCM 670 Social Media Strategy (3 Credits)

This social media course is designed to provide students with an advanced understanding of social media. Through a combination of theoretical and practical approaches, students will learn how to develop effective social media strategies, create engaging content, and build an online presence for themselves or their organization. They will also explore the different types of social media platforms available.

MCM 680 Global Media (3 Credits)

This course deals with a study of the organization and programs of the broadcasting systems and other selected mass media of the United States, the former Soviet Union, the United Kingdom and other countries. A study of other selected countries will be conducted.

MCM 690 Ai in Media (3 Credits)

This course explores the applications and implications of AI (Artificial Intelligence) technology in the media industry. Students will develop an advanced understanding of AI and how it is used in media-related fields such as journalism, content production, and entertainment. The course will cover topics such as the history of artificial intelligence, the depiction of AI in film and television, and how to use current AI tools (e.g., Chat-GPT) to create media-related content. Additionally, students will examine the ethical and legal considerations involved with using AI in the media, such as the potential for bias and the impact on jobs in the media industry. By the end of the course, students will have a deep understanding of AI technology and its role in shaping the future of media.

MCM 691 Independent Study (3 Credits)

This course is designed for students who intend to pursue a specific topic or issue in the mass media in depth. Papers and presentations are required. The studies and performance in this course should not duplicate or overlap the content of MCM 693 and MCM 699.

MCM 693 Internship (3 Credits)

This course is designed for students who desire to wed their knowledge of the theory and practice mass media to on-the-job training in the industry to acquire competency in their chosen professions.

MCM 694 Internship (wnsb) (3 Credits)

This course is designed to provide students with practical experience related to broadcast station operation through the University's radio station, WNSB-FM.

MCM 699 Graduate Thesis/Project (6 Credits)

This course is required of all students who elect the thesis or project option.

MCM 750 Continuing Registration (1 Credits)

Continuous registration is required for all degree-seeking graduate students.