

MASS COMMUNICATION/ JOURNALISM (MCM)

MCM 111 Media and Society (3 Credits)

Study of the socio-economic developments related to the growth and development of American newspapers, magazines, books, radio, television, motion pictures, cable and satellite communications.

MCM 210 Society and Mass Communications (3 Credits)

Study of the socio-economic developments related to the growth and development of American , newspapers, magazines, books, radio, television,, motion pictures, cable and satellite communications.

MCM 211 Media and Society (3 Credits)

Study of the socio-economic developments related to the growth and development of American newspapers, magazines, books, radio, television, motion pictures, cable and satellite communications.

MCM 250 Television Production (3 Credits)

Introduction to the fundamentals, essential tools, and techniques of television and audio operations. Structured laboratory exercises provide an understanding of theory, terminology and crew position responsibilities.

MCM 261 Introduction to Media Writing (3 Credits)

Introduction to the aural writing style used in broadcast/cable programs. Primary emphasis on news writing for radio and television based on industry formula. Secondary emphasis on applying aural style to more complicated program scripts.

MCM 280 Film History (3 Credits)

Summary of motion pictures as a distinctive medium of expression and communication including the techniques, physical basis, and history of the silent films to sound films of the leading genres, and the directors who illustrated selected phases of film evolution.

MCM 310 History of Mass Communications (3 Credits)

Study of the origin and development of mass media in the United States. Emphasis on the press, radio, television and motion pictures.

MCM 310H Honors History of Mass Communications (3 Credits)

Study of the origin and development of mass media in the United States. Emphasis on the press, radio, television and motion pictures

MCM 315 Interviewing (3 Credits)

Study of the identification and utilization of tools necessary in gathering information, setting up, preparing and conducting interviews for broadcast. Emphasis on organization of the information for use in the media and allied industry.

MCM 315H Honors Interviewing (3 Credits)

Study of the identification and utilization of tools necessary in gathering information, setting up, preparing and conducting interviews for broadcast. Emphasis on organization of the information for use in the media and allied industry.

MCM 330 Electronic Field Production & Editing (3 Credits)

Introduction to basic shooting, editing and lighting techniques necessary for field production. Experience shooting and editing a variety of news stories will serve as a resume tape upon completion of the course.

MCM 350 Television Directing (3 Credits)

Development of television program producing and directing with emphasis on leadership skills and advanced audio-visual equipment instruction through specific laboratory exercise.

MCM 350H Honors Tv Directing (3 Credits)

Contact the department for specific course information

MCM 351 Introduction to Broadcast & Film Criticism (3 Credits)

Analysis of the historical, aesthetic, and critical aspects of broadcast programs and motion pictures. Attendance and viewing of films and evaluations required.

MCM 362 Broadcast News Writing and Reporting (3 Credits)

Experience researching, planning, writing, producing and delivering news and public affairs material over campus media. Primary emphasis on television news. Secondary emphasis on radio, internet and new media.

MCM 363 Audio Production (3 Credits)

Study of audio principles, practices, and concepts of communication for radio, television, and motion pictures. Proficiency in campus facilities, including studios and remote locations required.

MCM 390 Global Media (3 Credits)

Survey of international mass media systems focusing on their development, organization, and operation. Emphasis on the similarities and differences of various systems with a critical view of the effect government has on a nation's mass media.

MCM 391 Radio and Television Announcing (3 Credits)

Emphasis on the style, manner, characteristics and performance of broadcast/cable news anchoring and reporting including talk show hosting techniques. Primary focus on participation in a TV lab environment with selected projects broadcast over the campus TV system. Secondary focus on radio, internet and new media productions.

MCM 420 Intercultural Communication (3 Credits)

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 interactions among those of different cultures.

MCM 440 Media Law (3 Credits)

Introduction to HTML writing and web page design and creation of a multi-page website targeted to a particular audience. Usage of search engines to find relevant information and evaluate similar sites for content, structure, quality of information, purpose, bias required.

MCM 445 Media Ethics (3 Credits)

Development of a strong sense of ethical responsibility as communications professionals including case studies of ethical decision-making by news and communications organizations and analysis of ethical codes of various professional groups.

MCM 445H Honors Media Ethics (3 Credits)

Development of a strong sense of ethical responsibility as communications professionals including case studies of ethical decision-making by news and communications organizations and analysis of ethical codes of various professional groups.

MCM 450 Media Theory and Research (3 Credits)

Examination of the theory and principles of communications systems and processes, including research methods commonly used by communications professionals and trends in media research.

MCM 450H Media Theory and Research (3 Credits)

Examination of the theory and principles of communications systems and processes including research methods commonly used by communications professionals and trends in media research.

MCM 460 Contemporary Issues in Media (3 Credits)

Analysis of current issues and problems in mass media including the roles of media, ethics in media, media criticism, the role of the media and the marketing concept.

MCM 460H Contemporary Issues in Media (3 Credits)

Analysis of current issues and problems in mass media including the roles of media, ethics in media, media criticism, the role of the media and the marketing concept.

MCM 464 Advanced Television Production (3 Credits)

Capstone course builds on writing, producing and directing skills in order to produce a weekly television program. Production of a news/magazine format, dramatic, or comedic program or segment required.

MCM 470 Broadcast/Cable Programming (3 Credits)

Introduction to the field of telecommunications (broadcast, cable, and satellite) programming as it relates to programming history and development, structure and formats, program strategies, research, regulation and operating practices.

MCM 476 Media Sales (3 Credits)

Study of principles, structures, and practices of broadcast, cable, and satellite programming and sales. Emphasis on mid-management areas, which are crucial to the successful operation of all broadcast properties.

MCM 485 Media Technologies (3 Credits)

Survey of the growth and development of domestic and global broadcasting via cable, satellite systems and the Internet with an emphasis on their development and organization.

MCM 489 Media Management (3 Credits)

Exploration of management and administrative principles, roles, functions, structure and goals in the mass media including budget planning, personnel, labor/management relations, and regulation of the print and electronic media.

MCM 490A Special Topics in Media (1-3 Credits)

Opportunities to study and examine media-related and special-interest issues in culture, society, history, economy and politics.

MCM 490B Special Topics in Media (3 Credits)

Opportunities to study and examine media-related and special-interest issues in culture, society, history, economy and politics.

MCM 491 Introduction to the Internet/Web Page (3 Credits)

Introduction to HTML writing and web page design and creation of a multi-page website targeted to a particular audience. Usage of search engines to find relevant information and evaluate similar sites for content, structure, quality of information, purpose, and bias required.

MCM 496 Internship (3 Credits)

Practical experience in the production departments of radio and television stations, newspapers, film production companies, advertising and public relations agencies, media research organizations, and selected other media-related agencies.

MCM 496H Internship (3 Credits)

Practical experience in the production departments of radio and television stations, newspapers, film production companies, advertising and public relations agencies, media research organizations, and selected other media-related agencies.