

# MASS COMMUNICATION/ JOURNALISM (MCM)

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## **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 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 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, motion pictures, and social media.

## **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, motion pictures, and social media.

## **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 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)**

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

## **MCM 351 Intro 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 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 370 Podcasting Praxis (4 Credits)**

Study of the history of African American auditory storytelling, how podcasting changed it, and the praxis of podcasting. The course is designed to enable students to do preproduction, production, and postproduction of a podcast show including, but not limited to, Africana storytelling techniques, interviewing, hosting, nonlinear editing, and equipment used to produce a podcast with episodes.

## **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 410 Artificial Intelligence in Media (3 Credits)**

This course explores the applications and implications of AI technology in the media industry. Students will learn about the basics of AI and how it is being used in media-related fields. Students will also learn practical skills such as how to use ChatGPT and AI video generators.

## **MCM 420 Intercultural Communication (3 Credits)**

This course introduces the learner to the process of understanding intercultural communication. 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)**

Examination of the various laws that affect mass communication in the United States, including licensing, operation, programming, advertising, defamation, privacy, copyright and other related topics.

## **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 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 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 476 Media Sales (3 Credits)**

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

**MCM 480 Social Media (3 Credits)**

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, including Facebook, Twitter, Instagram, and LinkedIn.

**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 490 Special Topics in Media (1-3 Credits)**

Coverage of current topics in media, including the roles of media, ethics in media, media criticism, and the marketing concept.

**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. Requires usage of search engines to find relevant information and evaluate similar sites for content, structure, quality of information, purpose, and bias.

**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.