

MASS COMMUNICATION (MCOM)

MCOM 1307. Introduction to Mass Communication. 3 Hours.

Introducing the fields of mass communication, this course surveys theory, law and ethics, history, social implications, and mass media industries.

MCOM 1318. Digital Photography I. 3 Hours.

This is a foundation course in both the technical and creative aspects of digital photography. Instruction in the operation of the camera, techniques, printing of photographs, and class critique are part of this course. Design and creativity addressed through analysis of the work of master photographers and practical problems.

MCOM 1336. Visual Media Production. 3 Hours.

Practical experience in the operation of studio and control room equipment, including pre and post-production skills. The course also provides an introduction to video production in the context of film history and film as an artistic medium.

MCOM 2303. Audio Production. 3 Hours.

Practical experience in the operation of audio, including both pre- and post-production. The course addresses needs of both legacy (audio) and new media (podcasts).

MCOM 2311. Media Writing. 3 Hours.

Fundamentals of writing for the mass media. Students will practice writing mechanics and apply writing skills to journalism, public relations, advertising, and broadcasting.

MCOM 2320. Advertising and Public Relations. 3 Hours.

Students will learn to gather, analyze, organize, synthesize, and communicate information needed in the public relations profession. The course also includes an examination of the role of advertising and how an advertising agency functions. This course surveys global issues impacting advertising and the increasingly global nature of advertising campaigns as well as the role of diverse cultures in selecting and targeting ad campaigns.

MCOM 2340. Introduction to Public Relations. 3 Hours.

Students will learn how to gather, analyze, organize, synthesize, and communicate information needed in the public relations profession.

MCOM 2350. Principles of Advertising. 3 Hours.

An examination of the role of advertising and how an advertising agency functions, this course surveys global issues impacting advertising and the increasingly global nature of advertising campaigns as well as the role of diverse cultures in selecting and targeting ad campaigns.

MCOM 2360. Publication Design and Production. 3 Hours.

A detailed overview of mass media publication design and production processes and techniques is provided in this course.

MCOM 2370. Introduction to American Film History. 3 Hours.

Students will study the technology, the industrial structures, the personnel, and the films that have marked the evolution of cinema in America from 1890s to the contemporary period from silent shorts, through the rise and fall of the Hollywood studio system, to the period of conglomeration and convergence that currently defines the industry.

MCOM 2380. Introduction to International Film. 3 Hours.

The technology, industrial structures, personnel, and films that have marked the evolution of cinema internationally from the 1890s to the contemporary period from silent shorts to direct engagement and competition with Hollywood. Subtopics include Russian Formalism, German Expressionism, French Surrealism, Italian neo-Realism, the French New Wave, and the international rise of the art cinema in the 60s and 70s.

MCOM 289. Independent Study. 1-3 Hours.

This course provides individual instruction. Students may repeat the course when topics vary.

MCOM 300. Mass Communication Theory. 3 Hours.

This course investigates the dominant theories of mass and mediated communication processes and effects, and the functions of theories in social scientific research related to media. Prerequisite: COMM 1307 with a minimum grade of C, or concurrently with permission of instructor.

MCOM 305. Media Law and Ethics. 3 Hours.

The influence of constitutional rights, statutory restrictions, court precedents, self-imposed and public restrictions on news coverage and ethics of journalism will be examined in this course. Prerequisite: COMM 1307 with a minimum grade of C, or concurrently with permission of instructor.

MCOM 306. Broadcast Production. 3 Hours.

An introduction to techniques of gathering, analyzing, and writing news and features for broadcast, this course also offers practice in interviewing, observation, and use of documentary references that include computer information retrieval and analysis skills. Prerequisite: COMM 1307 with a minimum grade of C.

MCOM 310. News Writing and Reporting. 3 Hours.

This course is an advanced study in the methods used in gathering and writing news. Prerequisite: MCOM 2311 with minimum grade of C.

MCOM 312. Photojournalism. 3 Hours.

This introductory photojournalism course focuses on the basics of light, camera operation, and the use of chemical and digital darkrooms, including spot news and feature photography as well as instruction in ethics, privacy and law. Prerequisite: COMM 1307 with a minimum grade of C.

MCOM 350. Mass Communication Research Methods. 3 Hours.

This course explains essential research skills required in mass communication professions, including fact-checking, source verification, interviewing, and basic statistical analysis. Prerequisite: COMM 1307 with a minimum grade of C, or concurrently with permission of instructor.

MCOM 380. Advanced Professional Communication. 3 Hours.

As students progress in their professional careers, advanced public speaking and presentations may be key to their success. This course will help students prepare and deliver presentations typical of governmental, business, educational and civil settings with focus on interview skills and intercultural communication.

MCOM 410. Feature Writing. 3 Hours.

This course provides an introduction to the world of the magazine and what it takes to participate in that world as professionals with focuses on researching subjects in depth and long-form article writing. Prerequisite: MCOM 2311 with a minimum grade of C.

MCOM 411. Advanced Graphic Design. 3 Hours.

This course provides advanced layout and design skills using current software applications. Prerequisite: MCOM 2360 with a minimum grade of C.

MCOM 412. Copy Editing. 3 Hours.

This course covers editing for various media including the Web, broadcast, newspapers, magazines and corporate publications. Prerequisite: MCOM 2311 with a minimum grade of C.

MCOM 417. Advanced Video Production. 3 Hours.

This seminar deals with the theory of film and a practicum that results in a series of videographic criticism that brings together the theoretical readings of the course, a research subject, and film production technology. Students are expected to critically engage with readings in essay format and in in-class discussion and to utilize them as a philosophical foundation for their visual essay.

MCOM 418. Concepts in Classical Film. 3 Hours.

Theories of film that marked the first fifty years of the field of Cinema Studies are discussed in this course. Topics and authors include: film language and film form (Sergei Eisenstein, Andre' Bazin), the relationship between film and reality (Siegfried Kracauer, Bazin), Film as a narrative art form (Tom Gunning, David Bordwell), authorship and genre (Andrew Sarris, Peter Wollen, Thomas Schatz, Leo Braudy, Rick Altman, and Robin Wood), and psychology and ideology (Christian Metz, Laura Mulvey).

MCOM 419. Popular Culture and Media. 3 Hours.

Theories of media studies that have broadened the scope of the field in the past thirty years are discussed in this course. Topics and authors include: comics studies (Scott McCloud), fan culture (Henry Jenkins), gender (Lynn Spigel), new media (Lev Manovich), race (Aniko Bodrogykozy, Herman Gray), and television (John Caldwell, Raymond Williams).

MCOM 425. Case Studies in Advertising. 3 Hours.

This course will introduce students to how paid advertising and unpaid media relations campaigns are planned, budgeted, and controlled. Prerequisite: MCOM 1307 and MCOM 2340, or MCOM 2350 with a minimum grade of C.

MCOM 430. Public Relations Campaigns. 3 Hours.

The development and presentation of a complete communication plan for a community organization is required in this course, with emphasis on researching public relation problems and opportunities, developing campaign objectives, planning public relations strategies and tactics, and specifying measures and approaches for evaluating campaign accomplishments. Theories, concepts, and techniques of public relations will be integrated into each campaign. Prerequisite: COMM 1307 and MCOM 2320; or MCOM 2330 with a minimum grade of C.

MCOM 489. Independent Study. 1-3 Hours.

This course provides individual instruction. Students may repeat the course when topics vary.

MCOM 490. Internship in Mass Comm (EL). 3 Hours.

This is a field-based course in which students have an opportunity to apply and demonstrate writing, editing, public relations, advertising, and layout and design skills in a real world setting. This course integrates the principles of Experiential Learning and meets criteria for internship. Prerequisite: COMM 1307 with a minimum grade of C; enrollment limited to MCOM majors with senior status, except with instructor permission.

MCOM 491. Research in Mass Communication. 3 Hours.

This is a supervised course tailored to specific student interests. This course will give students opportunities for independent research, reading, and experimentation on relevant issues in mass communications.

MCOM 493. Thesis. 3 Hours.

This is a senior portfolio course integrating a variety of mass communication skills to produce a substantial project. Students work with the guidance of their supervising professor to complete the project.

MCOM 494. Portfolio. 3 Hours.

This is a senior thesis course integrating a variety of mass communication skills to produce a substantial thesis project. Students work with the guidance of their supervising professor to complete the thesis project.

MCOM 497. Special Topics in Mass Communication. 3 Hours.

Instructors will provide an organized class designed to cover areas of specific interest. Students may repeat the course when topics vary. Prerequisite: COMM 1307 with a minimum grade of C.

MCOM 505. Political Communication. 3 Hours.

This course covers the prevalent political communication theories and trends, the relationship between political institutions and the press both in the U.S. and in other countries, elections, debates, political campaigning and advertising, new media and politics, political socialization, education, politics and popular culture.

MCOM 510. International Field Study in Journalism. 3 Hours.

Students will become familiar with media and political systems of another country. Ten-day travel to the country will be required. Course may be repeated one time for a different country of study. Course requires travel outside of the United States.

MCOM 515. Advanced Public Relations Strategies. 3 Hours.

This course is a survey of theories of public relations and their practice by business, government, politicians, and non-profits. Assignments and discussions will emphasize case studies and the application of theory to provide an in-depth understanding of planning, executing, and evaluating a public relations campaign. Lectures and readings will cover a campaign's components: assessing the situation, developing key messages, delineating targeted publics, disseminating the message through various channels, and measuring effectiveness. Emphasis will be made on new media, social networks, blogs, and other communication platforms.

MCOM 520. Advanced Photojournalism. 3 Hours.

This course will prepare students for professional opportunities in both print and media. In addition, students will learn to photograph news, portraits, features, and sports. Students will also become proficient in Adobe Photoshop.

MCOM 589. Independent Study in Mass Communication. 3 Hours.

This course provides individual instruction. Students may repeat the course when topics vary.

MCOM 590. Communication Practicum. 3 Hours.

This is a field-based course designed to provide students with an opportunity to put theoretical ideas they have learned in communication courses into practice. The practicum can be situated within nearly any setting where advanced communication skills are required, such as within the business and non-profit communities as well as a media enterprise. Students should be in their final semester to enroll in this course.