

# MASS COMMUNICATIONS (MCM)

## Course Descriptions

### **MCM 101. Introduction to Mass Communications (MOTR SBSC 100). 3 Credit Hours.**

Introduction to Mass Communications examines the nature and influence of mass media in our society. Students will analyze the impact media has throughout the world. Topics include mass media foundations, media's role in culture, ethics, influence on society, media methods, controls, gatekeeping, and world impact.

Prerequisites: Reading Proficiency

### **MCM 102. Media Literacy. 3 Credit Hours.**

This course focuses on approaches through which students can develop a sensitivity to media messages, as well as enhance their appreciation of media programming. This course devotes attention to the process and impact of media on the individual and society. The class analyzes applied media formats, including journalism, advertising, and political communication.

Prerequisites: Reading Proficiency

### **MCM 110. Journalism I: Writing and Reporting. 3 Credit Hours.**

Contemporary newspaper writing and reporting techniques will be covered in this introductory course through discussions, readings, and practical exercises. The concepts of news coverage in the American press will be emphasized. Students are required to write news stories on a regular basis and apply skills in multimedia concepts.

Prerequisites: ENG 100 or ENG 101 with a minimum grade of "C" or permission of instructor and Reading Proficiency

### **MCM 112. Feature Writing. 3 Credit Hours.**

Students will be exposed to the professional and marketing possibilities of feature writing. They will learn the theories and techniques of writing features for contemporary print and digital publications. Students are required to write and edit on a regular basis.

Prerequisites: ENG 100 or ENG 101 with a minimum grade of "C" or permission of the instructor and Reading Proficiency

### **MCM 113. Applied Journalism. 3 Credit Hours.**

Students are given the opportunity to gain practical experience in journalistic concepts and techniques through work on available campus media outlets. Students are required to complete hands-on projects.

Prerequisites: ENG 100 or ENG 101 and MCM 110 with minimum grades of "C" or permission of the instructor and Reading Proficiency

### **MCM 115. Acting for the Camera. 3 Credit Hours.**

This course includes the following (1) exploration of the aesthetics and principles of acting for the camera; (2) analysis of diverse acting styles and outstanding performances in film and television; and (3) acting exercises for the camera. Some acting exercises will be videotaped and edited for analysis. (Same course as THT 115).

Prerequisites: Reading Proficiency

### **MCM 120. Introduction to Broadcasting. 3 Credit Hours.**

This course examines the background and operation of the broadcasting industry, including history, regulations, social and economic settings and the organization of radio and television stations. Newer technologies will also be a focus of this course. Some hands-on experience might be included.

Prerequisites: Reading Proficiency

### **MCM 122. Applied Broadcasting. 3 Credit Hours.**

This is a skills-content course in which students will develop skills in broadcasting principles and practice. It may include the campus radio and/or television facilities.

Prerequisites: Reading Proficiency

### **MCM 123. Broadcast Journalism. 3 Credit Hours.**

Broadcast Journalism teaches the principles and skills of audio, video, and social media journalism, and offers the option to work in the news operations of the campus radio or video facilities.

Prerequisites: ENG 101 with a minimum grade of "C" and Reading Proficiency

### **MCM 124. Digital Audio Production. 3 Credit Hours.**

Digital Audio Production introduces students to the basic professional theory and digital audio production techniques. Students will develop and refine skills applicable to several media-focused career paths through lectures and hands-on experiences.

Prerequisites: Reading Proficiency

Recommended Preparation: MCM 101

### **MCM 125. Scriptwriting. 3 Credit Hours.**

Scriptwriting provides beginning students with practical instruction in the fundamentals of scriptwriting for film, TV, streaming series, and other digital media. Basic terminology and script formats are presented. A variety of script types are crafted, analyzed, and creatively revised.

Prerequisites: ENG 101 with a minimum grade of "C", and Reading Proficiency

### **MCM 126. Video Production - Field. 3 Credit Hours.**

Students will learn video skills in pre-production (concept development), production (camera shooting) and post-production (editing). On-location, single camera shooting will be emphasized. Class includes lectures, discussions, practical applications and evaluations.

Prerequisites: Reading Proficiency

### **MCM 130. Film Appreciation (MOTR FILM 100). 3 Credit Hours.**

Film Appreciation offers an introduction to the art, industry, culture, and experience of movies. Students study a variety of films, contemporary and classic, narrative and non-narrative, American and international.

Prerequisites: Reading Proficiency

### **MCM 131. History of Film (MOTR FILM 103). 3 Credit Hours.**

History of Film introduces world film history from the origins of motion pictures to contemporary films. Students examine technical, artistic, cultural, and economic aspects of fiction and nonfiction films. Topics include diverse cinematic styles and movements as well as recurring themes.

Prerequisites: Reading Proficiency

### **MCM 132. Major Themes in Film. 3 Credit Hours.**

Each semester this course focuses on one film theme or type. Examples include Academy Award winning films, animation, comedy, musicals, westerns, and women in film. Classes include discussion, written analysis, and/or oral presentations, and in-class screenings or online viewings of films illustrating the semesters' topic. This course may be retaken for credit with different topics.

Prerequisites: Reading Proficiency

### **MCM 134. Introduction to Filmmaking (MOTR PERF 107). 3 Credit Hours.**

Introduction to Filmmaking teaches students the fundamentals of short filmmaking and editing. Topics include camera operation, lighting, exposure control, sound recording, plus digital postproduction. Exercises explore how technique relates to aesthetic quality. Access to equipment is provided.

Prerequisites: Reading Proficiency

**MCM 140. Introduction to Advertising. 3 Credit Hours.**

Students learn about advertising theories and techniques by studying history, functions, the importance of marketing, behavioral science, and aesthetics. Topics include ad agency organization, campaign planning, and media placement and production (radio, television, print, point of purchase). This will be accomplished through lectures, discussions, and campaign analysis. Prerequisites: Reading Proficiency

**MCM 141. Public Relations. 3 Credit Hours.**

This introductory course focuses on the work of the public relations practitioner as communications specialist. Topics include the techniques of effective public relations and the demands of the field. Students will explore the ways segments of the public form opinions and the ways public relations should influence that attitude building. Students also write press releases and examine field/case studies. Prerequisites: Reading Proficiency

**MCM 143. Digital Content Creation. 3 Credit Hours.**

Digital Content Creation merges the eight traditional mass communications media (books, newspapers, magazines, audio recordings, film, radio, television, and the internet) into one content creation tool; the computer. Students will produce written or audio/visual content for digital distribution identifying the appropriate method and means to engage their audience. Prerequisites: MCM 101, and MCM 124 or MCM 126 and Reading Proficiency

**MCM 201. Workplace Learning I: Media. 3 Credit Hours.**

This experiential course provides the student the opportunity to apply theory and skills learned in the classroom, learn new skills, and explore career possibilities while supervised by a professional in the field and a faculty member. Students will gain practical experience through selected media outlets. Minimum 150 hours in the workplace throughout the term. Prerequisites: Any 100-level MCM course related to the discipline of the workplace learning with a minimum grade of "C" or permission of the instructor and Reading Proficiency

**MCM 202. Workplace Learning II: Media. 3 Credit Hours.**

This experiential course provides the student the opportunity to apply theory and skills learned in the classroom, learn new skills, and explore career possibilities while supervised by a professional in the field and a faculty member. Students will gain continued practical experience through selected media outlets. Minimum 150 hours in the workplace throughout the term. Prerequisites: MCM 201 with a minimum grade of "C", permission of the instructor and Reading Proficiency

**MCM 209. Black Cinema. 3 Credit Hours.**

This course examines the historical and social evolution of African-Americans in the film industry. It traces the impact of African-Americans as actors, technicians, directors, producers, and audience of short and feature-length films. (Students who want Mass Communications credit should enroll in MCM 209). Prerequisites: ENG 101 with a minimum grade of "C" and Reading Proficiency

**MCM 218. Advanced Filmmaking. 3 Credit Hours.**

Students enhance their short filmmaking skills and learn advanced techniques. Topics include advanced camera operation, lighting and exposure control, sync sound and creative sound use, scriptwriting, working with actors, enhanced digital editing, and how technique relates to aesthetic quality and the communication of ideas and emotion. Access to equipment is provided. Lectures, discussions, screenings, and hands-on, project based experience. Additional time in the editing lab is required. (Credit is only allowed for either MCM 218 or MCM 216.) Prerequisites: MCM 134 with a minimum grade of "C" or permission of instructor and Reading Proficiency

**MCM 219. Multimedia Applications. 1-3 Credit Hours.**

This course covers selected topics in multimedia production. Students use state-of-the-art equipment to produce beginning, intermediate or advanced projects in the area emphasized. Topics may include, but are not limited to, nonlinear video editing, video animation, digital audio production, etc. Course may be retaken for credit with different topics. Prerequisites: Reading Proficiency

**MCM 221. Media Portfolio Review. 1 Credit Hour.**

Preparing effective presentations of creative work within current digital formats is the focus of this course. Students will learn to edit, record and prepare material toward the development of an effective portfolio, aiding the completion of their studies in the Mass Communications program. Prerequisites: MCM 143 or ART 125 with a minimum grade of "C" or permissions of instructor, and Reading Proficiency