MASS COMMUNICATIONS (MCM)

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.
Prerequisite: 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.
Prerequisite: 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 or permission of instructor and Reading Proficiency.

MCM 111. 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 or permission of the 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 or permission of the instructor and Reading Proficiency.

MCM 113. History of Film (MOTR FILM 103). 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.
Prerequisite: Reading Proficiency.

MCM 114. History of Film (MOTR FILM 103). 3 Credit Hours.
The 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.
Prerequisite: 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).
Prerequisite: Reading Proficiency.

MCM 116. Video Production - Field. 3 Credit Hours.
The primary objectives of this course are to introduce students to basic professional concepts of radio broadcast theory and techniques and to provide students with hands-on experience. Some additional time in the lab or studio may be required.
Prerequisite: Reading Proficiency.

MCM 117. Major Themes in Film. 3 Credit Hours.
This course is designed to provide practical instruction in writing short scripts for TV and film for the beginning student and the student interested in the creative aspects of scriptwriting. Basic terminology and script formats will be presented as well as analysis of a variety of scripts.
Prerequisites: ENG 100 or ENG 101, and Reading Proficiency.

MCM 118. Broadcast Journalism. 3 Credit Hours.
This is a skills-content course in which students will develop skills in producing projects such as a newscast, advertisement, interview, or investigative feature.
Prerequisite: Reading Proficiency.

MCM 119. Scriptwriting for Television and Film. 3 Credit Hours.
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.
Prerequisite: Reading Proficiency.

MCM 120. Introduction to Mass Communications. 3 Credit Hours.
The course instructs the student in the effective and creative use of television equipment also providing students with practical experience in technical areas including lighting, graphics, and field production. Students will cooperate in producing projects such as a newscast, advertisement, interview, or investigative feature.
Prerequisite: Reading Proficiency.

MCM 121. Television Production. 3 Credit Hours.
The course instructs the student in the effective and creative use of television equipment also providing students with practical experience in technical areas including lighting, graphics, and field production. Students will cooperate in producing projects such as a newscast, advertisement, interview, or investigative feature.
Prerequisite: 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.
Prerequisite: Reading Proficiency.

MCM 123. Broadcast Journalism. 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 film appreciation.
Prerequisite: Reading Proficiency.

MCM 124. Radio Production. 3 Credit Hours.
The primary objectives of this course are to introduce students to basic professional concepts of radio broadcast theory and techniques and to provide students with hands-on experience. Some additional time in the lab or studio may be required.
Prerequisite: Reading Proficiency.

MCM 125. Scriptwriting for Television and Film. 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).
Prerequisite: Reading Proficiency.

MCM 126. Video Production - Field. 3 Credit Hours.
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.
Prerequisite: Reading Proficiency.

MCM 127. Applied Journalism. 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.
Prerequisite: Reading Proficiency.
MCM 134. Filmmaking. 3 Credit Hours.
Students learn the fundamentals of short filmmaking and editing. Topics include basic camera operation, lighting and exposure control, sound recording and creative sound use, digital postproduction, 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. Prerequisite: 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. Prerequisite: 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. Prerequisite: Reading Proficiency.

MCM 142. Applied Advertising. 3 Credit Hours.
This course will further the student's knowledge of advertising practices, campaigns, strategies, and production. Along with lectures, discussions, and other activities, this course includes scripting, storyboard and executing radio, television and/or print ads. Class involves lectures, discussions, and video production activities. Prerequisites: MCM 140 and Reading Proficiency.

MCM 143. Convergence Media Production. 3 Credit Hours.
Students will study composition and delivery of commercial, educational and public new-media messages by surveying current outlets and producing messages for those outlets. Utilizing current authoring software, students will combine text, graphics, photos, video and audio to deliver messages for the web as well as other relevant outlets. Prerequisite: 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 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, 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 and Reading Proficiency.

MCM 211. Applied Public Relations. 3 Credit Hours.
Applied Public Relations provides for the integration and application of public relations theories and practices studied in the prerequisite public relations course. Through further study and practical application the student will develop a greater understanding of the purpose, function and importance of effective public relations activity in today's increasingly complex society. Prerequisites: MCM 141 and Reading Proficiency.

MCM 215. Major Film Directors. 3 Credit Hours.
Students study a major director's landmark films. Topics include consideration of the selected director's style, themes, cinematography, stars, and social as well as other artistic factors that have made this an influential director. Class includes lectures, discussion, written analysis, and in-class screenings of films. Prerequisite: Reading Proficiency.

MCM 217. Publications Writing. 3 Credit Hours.
This course focuses on the specialized and distinctive writing skills employed in technical and corporate publications. Students will master the basic skills needed to write simple reports, product descriptions and price lists. In the corporate area, students will research and write news and feature stories for newsletters, as well as press release and brochure copy. All writing requires basic word processing skills. Prerequisites: ENG 102, ENG 103 or equivalent work experience 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. Prerequisites: MCM 143 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. Prerequisite: 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 or permissions of instructor, and Reading Proficiency.