

Mass Communications

College of Arts & Humanities

Department of Mass Communications

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The goal of the Department of Mass Communications is to prepare people for professional practice in mass communication. To this end, the department has the following objectives:

1. To train students in journalistic skills and competencies of a high professional standard requisite for their performing as reporters, writers, editors and photographers in print media; and as public relations specialists.
2. To enable students to intelligently assess mass media and to understand the power and weaknesses of their various components.
3. To aid the professional who is seeking additional skills and information.

Admission to Major is granted by the department. Contact the department for application procedures.

Proficiency in English grammar, spelling, composition, and keyboarding is essential for admission to the major. A diagnostic test in English usage is required to determine such proficiency. The department requires that students complete with a cumulative GPA of 3.0 or better these courses (or their equivalents): ENG 101, Composition and MASS 110, Introduction to Mass Communications; and that students pass KSP 105, Library Orientation. Overall GPA will also be considered in determining admission status. Students not meeting minimum requirements may petition the faculty in writing to seek admission.

No student entering the mass communications program as a major or minor may take courses beyond MASS 110, Introduction to Mass Communications, unless he/she has met the stated requirements. Students seeking entry into the department's major or minor program must present evidence of their satisfactory fulfillment of these requirements.

In preparation for undertaking a major or minor program in mass communications, students should consider taking these courses (or their equivalents): ECON 100, An Introduction to U.S. Economy; GEOG 103, Introductory Cultural Geography; ETHN 100, American Racial Minorities; POL 371, State and Local Government; PSYC 101, Psychology; SOC 100, Social Problems; and SOC 101, Introduction to Sociology.

MASS COMMUNICATIONS BA, BS

Required Prerequisites (19 credits):

ENG	101	Composition (4)
HIST	190	United States to 1877 (4)
HIST	191	United States Since 1877 (4)
MASS	110	Intro to Mass Communications (3)
POL	111	United States Government (3)
LME	101	Library Orientation (1)

Required for Major for Minor (Core, 28 credits):

MASS	221	Media Writing I (4)
MASS	312	Mass Communication Law (4)
MASS	322	Media Writing II (4)
MASS	341	The Editorial Process (4)
MASS	351	Photojournalism (3)
MASS	411	Ethics and Press Criticism (4)
MASS	412	History of Mass Communications (3)
MASS	498	Internship (1-6)

Required for Major (Options, 9 credits):

Select an option from the following:

GENERAL

Choose at least 9 credits from the following courses:

MASS	242	MASS	290	MASS	334
MASS	353	MASS	360	MASS	381
MASS	425	MASS	431	MASS	433
MASS	434	MASS	436	MASS	480
MASS	490	MASS	499	ART	200
ART	203	ART	204	ART	301
ART	302	ART	401	ART	402
ENG	270	ENG	271	ENG	342
ENG	475	POL	473	MRKT	310
BED	345	RPLS	377	MRKT	318

NEWS-EDITORIAL

Choose at least 9 credits from the following courses:

MASS	242	MASS	290	MASS	334
MASS	353	MASS	360	MASS	381
MASS	425	MASS	431	MASS	433
MASS	436	MASS	480	MASS	490
MASS	499	ART	200	ART	203
ART	204	ART	301	ART	302
ART	401	ART	402	ENG	270
ENG	271	ENG	342	ENG	475
POL	473				

PUBLIC RELATIONS (P.R.)

MASS	433	Public Relations Principles (4)
MASS	434	Advanced Public Relations Writing (4)

Choose at least 2 credits from the following courses:

MASS	290	MASS	334	MASS	353
MASS	360	MASS	381	MASS	431
MASS	436	MASS	440	MASS	450
MASS	480	MASS	490	MASS	499
ART	200	ART	203	ART	204
ART	301	ART	302	ART	401
ART	402	BED	345	ENG	270
ENG	271	ENG	475	MRKT	310
MRKT	318	RPLS	377		

NOTE: Pre-emphasis majors admitted to the University in August, 2003 or later must see their advisor regarding curriculum changes.

Required for Bachelor of Arts (BA) degree ONLY:

Language (8)

Required Minor: Yes. Any.

MASS COMMUNICATIONS MINOR

Required Prerequisites for Minor (19 credits):

ENG	101	Composition (4)
HIST	190	United States to 1877 (4)
HIST	191	United States since 1877 (4)
MASS	110	Introduction to Mass Communications (3)
POL	111	United States Government (3)
LME	101	Library Orientation (1)

Required for Minor (Core, 23 credits):

MASS	221	Media Writing I (4)
MASS	312	Mass Communications Law (4)
MASS	322	Media Writing II (4)
MASS	341	The Editorial Process (4)
MASS	411	Ethics and Press Criticism (4)
MASS	412	History of Mass Communications (3)

POLICIES/INFORMATION

GPA Policy. Majors and minors must earn a cumulative GPA of 2.5 or better in all mass communications coursework, in addition to the 2.0 overall GPA required by the University for graduation.

Refer to the College regarding required advising for students on academic probation.

P/N Grading Policy. Mass communications majors and minors are required to take department courses for a letter grade, except for MASS 498, which must be taken P/N.

Transfer Credit. The department accepts no more than 13 credits from other colleges and universities as transfer credits to be applied toward the major or minor. They must be taken in courses that match or are the equivalent of courses that are either offered by the department or allowed by it for elective credit as shown in the areas of concentration.

Internships. Opportunities for mass communications internships exist on and off campus for junior and senior majors who want to work in professional settings. The internship must be done under professional supervision and is taken only after the student has (1) completed 19 credits in the core curriculum (MASS 411, Ethics and Press Criticism, and MASS 412, History of Mass Communications, are not included); (2) submitted a department internship contract signed by the student, the student's internship supervisor, and the department chair.

Filing a Program. By the end of the sophomore year the student, through individual consultation with a department advisor, should complete and file with the department a proposed program.

The department recommends that students develop a program of study that is complementary to their major in mass communications. Students concentrating in the news-editorial concentration are encouraged to elect courses in liberal arts, such as art, English, literature, modern language,

history, humanities, philosophy and political science. Students concentrating in public relations are encouraged to elect courses in business administration, marketing, English, psychology, sociology and speech.

Communication Facilities. In addition to a fully equipped modern computerized classroom, the Department of Mass Communications has access to a broad range of on-campus facilities that provide students practical experience. Students majoring in mass communications and in other fields contribute to publishing a student-oriented campus newspaper, *The Reporter*, and a campus literary magazine, and to producing programming for KMSU-FM radio.

Counseling and Guidance. The key to the department's selective approach to mass communications education is its counseling and guidance program. Students are encouraged to choose a department advisor. Working closely with this faculty person, students develop academic programs that relate to their needs, interests and career aspirations.

COURSE DESCRIPTIONS

MASS 110 (3) Introduction to Mass Communications
Nature, functions and responsibilities of the media in contemporary society.

F, S *GE-9* *CD-Related*

MASS 221 (4) Media Writing I

Basic techniques of gathering information and writing readable and accurate media stories.

Pre: ENG 101, MASS 110, LME 101 F, S

MASS 242 (2) Radio Station Operation

Principles of radio station operation, radio production techniques and study of FCC requirements.

Pre: MASS 221 V

MASS 290 (1-3) Selected Topics in Mass Communication

Selected topics in mass communications.

Pre: MASS 221 or consent V

MASS 312 (4) Mass Communications Law

Principles of the First Amendment, libel, fair trial, privacy, access to news, pornography and regulation of radio and television.

Pre: MASS 221, POL 111 F, S

MASS 322 (4) Media Writing II

Problems and techniques in reporting about public affairs and social issues.

Pre: MASS 221 F, S

MASS 334 (3) Writing & Speaking for Broadcast

Planning, writing and delivering of broadcast news.

Pre: MASS 221 V

MASS 341 (4) The Editorial Process

Instruction and practicum in editorial production: design and layout, editing, headlining, computerized typesetting.

Pre: MASS 221 F, S

MASS 351 (3) Photojournalism

Instruction and practicum in the operation of the still camera, development and reproduction of black and white photographs, and principles of photography as related to the journalistic process. Student must provide own 35mm camera.

Pre: MASS 221 F, S

MASS 353 (2) Advanced Photojournalism

Guided experiences in techniques and practicum of journalistic photography.

Pre: MASS 221 and MASS 351 V

MASS 360 (3) Publications Layout

Practicum in typography, design and layout for newspapers, magazines, newsletters, brochures and posters. Computer use in layout and design is stressed.

Pre: MASS 221 and MASS 341 V

MASS 381 (1) Reading for Honors

Directed reading program in literature of mass communications. For mass communications students who maintain 3.0 GPA or better.

Pre: MASS 221 and 3.0 GPA F, S

MASS 411 (4) Ethics & Press Criticism

Study, analysis and criticism of the mass media, their ethics and performance.

Pre: MASS 221 and MASS 312 F, S

MASS 412 (3) History of Mass Communication

Study of people and events that have shaped the American press.

Pre: MASS 221, HIST 190, HIST 191 F, S

MASS 425 (3) Advanced Reporting

Advanced news reporting in depth; investigative and research techniques; background and feature series.

Pre: MASS 221 and MASS 322 V

MASS 431 (3) Magazine Article Writing

Marketing and writing of magazine articles.

Pre: MASS 221 V

MASS 433 (4) Public Relations Principles

Survey of current practices and problems in the field of public relations. Emphasizes successful case histories and planning techniques.

Pre: MASS 221 F, S

MASS 434 (4) Advanced Public Relations Writing

Practical skill in the development of public relations writing including news releases, brochures, psa's, pitch letters, annual reports.

Pre: MASS 433 F, S

MASS 436 (3) Specialized Writing

Techniques and practicum in writing of features, reviews, editorials, opinion columns and other specialized fields.

Pre: MASS 221 and MASS 322 V

MASS 440 (4) Strategic Communication Research

Research methods in strategic research for public relations and other persuasive media industries, including

applied quantitative and qualitative methods.

Pre: MASS 433

MASS 450 (4) Strategic Communication Campaigns

Development of strategic communication campaigns used in public relations and other persuasive industries; includes decision-making, planning, and programming for implementing a campaign.

Pre: MASS 434 and 440

MASS 480 (1-3) Mass Media Seminar

Advanced studies in reading, writing and discussion on the practice, issues and literature of journalism.

Pre: MASS 221 V

MASS 490 (1-3) Mass Communication Workshop

Discussion and hands-on experience involving mass media activities. Topic varies.

Pre: MASS 221 V

MASS 498 (1-6) Internship

Practical mass media experience in a professional setting.

Pre: MASS 221, 312, 322, 341, 351 F, S

MASS 499 (1-2) Individual Study

Directed research on a mass media topic chosen by the student.

Pre: MASS 221 F, S