

MASS COMMUNICATIONS

Mass Communications

College of Arts & Humanities
Department of Mass Communications
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Chair: Jane McConnell

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The mission of the Department of Mass Communications is to foster the public good by advancing socially responsible mass communication through education, research and service. The department strives to prepare students for careers as ethical and responsible public communicators, competent in such fields as news, public relations and media studies. The program enables students to:

- I. have knowledge of the purpose and functions of the mass media/mass communications industry. Students should be able to:
 - demonstrate an understanding of the role and effects of American media.
 - demonstrate an understanding of racial, gender, cultural, socio-economic and political-diversity issues, and their connections to media.
- II. possess the skills to gather, assess and organize information and to compile that information in a clear, concise, balanced and ethical way. Students should be able to:
 - write clearly and concisely, in a style appropriate for the profession, audience and purpose served.
 - work ethically to serve the public interest through pursuit of truth and accuracy.
 - conduct and analyze research appropriate to the profession.
- III. develop awareness of their roles in the mass communications discipline as ethical and responsible communicators, and apply their practical skills in professional work in the mass communications area of their choosing. Students should be able to:
 - understand and apply the principles of the First Amendment.
 - critically evaluate their own work and that of others for appropriate spelling, punctuation and grammar.
 - critically evaluate their work and that of others for accuracy and balance.

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 and MASS 110. 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 may take courses beyond MASS 110 unless he/she has met the stated requirements. Students seeking entry into the department's major must present evidence of their satisfactory fulfillment of these requirements.

In preparation for undertaking a major in mass communications, students should consider taking these courses (or their equivalents): ECON 100, GEOG 103, ETHN 100, POL 371, PSYC 101, SOC 150, and SOC 101.

MASS COMMUNICATIONS BA, BS

Required General Education (11 credits):

ENG 101	Composition (4)
MASS 110	Introduction to Mass Communications (4)
POL 111	United States Government (3)

Required for Major (Journalism Option): Core (29 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 351	Photojournalism (4)
MASS 411	Ethics and Press Criticism (4)
MASS 431	Magazine Article Writing (4) OR
MASS 436	Specialized Writing (4)
MASS 498	Internship (1)

Elective (12 credits)

Choose at least 12 credits from the following courses:

MASS 242	Radio Station Operation (2)
MASS 290	Selected Topics In Mass Communication (1-3)
MASS 334	Writing and Speaking for Broadcast (3)
MASS 353	Advanced Photojournalism (2)
MASS 360	Publications Layout (4)
MASS 381	Reading for Honors (1)
MASS 412	History of Mass Communications (4)
MASS 425	Advanced Reporting (3)
MASS 431	Magazine Article Writing (4)*
MASS 433	Public Relations Principles (4)
MASS 436	Specialized Writing (4)*
MASS 480	Mass Media Seminar (1-3)
MASS 490	Mass Communication Workshop (1-3)
MASS 499	Individual Study (1-2)

* May be chosen as elective if not included in core.

Required for Major (Public Relations Option): Core (33 credits)

MASS 221	Media Writing I (4)
MASS 312	Mass Communications Law (4)
MASS 360	Publications Layout (4)
MASS 411	Ethics and Press Criticism (4)
MASS 433	Public Relations Principles (4)
MASS 434	Advanced Public Relations Writing (4)
MASS 440	Strategic Communication Research (4)
MASS 450	Strategic Communication Campaigns (4)
MASS 498	Internship (1)

Elective (8 credits)

Choose at least 8 credits from the following courses:

MASS 242	Radio Station Operation (2)
MASS 290	Selected Topics in Mass Communication (1-3)
MASS 322	Media Writing II (4)
MASS 334	Writing and Speaking for Broadcast (3)
MASS 341	The Editorial Process (4)
MASS 351	Photojournalism (4)
MASS 381	Reading for Honors (4)
MASS 412	History of Mass Communication (4)
MASS 431	Magazine Article Writing (4)
MASS 436	Specialized Writing (4)
MASS 480	Mass Media Seminar (1-3)
MASS 490	Mass Communication Workshop (1-3)
MASS 499	Individual Study (1-2)

Required for Major (Media Studies Option): Core (27 credits)

MASS 221	Media Writing I (4)
MASS 312	Mass Communications Law (4)
MASS 411	Ethics and Press Criticism (4)
MASS 412	History of Mass Communication (4)
MASS 498	Internship (1)

One or more of the following (2):

MASS 290	MASS 490	MASS 499
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One of the following writing courses (4):

MASS 322	MASS 431	MASS 436
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One of the following design/editing courses (4):

MASS 341	MASS 360
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Elective (14 credits)

Choose at least 14 credits from the following courses:

MASS 242	Radio Station Operation (2)
MASS 290	Selected Topics in Mass Communication (1-3)*
MASS 322	Media Writing II (4)*
MASS 334	Writing and Speaking for Broadcast (3)
MASS 341	The Editorial Process (4)*
MASS 351	Photojournalism (4)
MASS 353	Advanced Photojournalism (2)
MASS 360	Publications Layout (4)*
MASS 381	Reading for Honors (1)
MASS 412	History of Mass Communication (4)
MASS 431	Magazine Article Writing (4)*
MASS 433	Public Relations Principles (4)
MASS 434	Advanced Public Relations Writing (4)
MASS 436	Specialized Writing (4)*
MASS 490	Mass Communication Workshop (1-3)*
MASS 499	Individual Study (1-2)*

* May be chosen as elective if not included in core.

NOTE: Several mass communications courses serve as both required core courses for one or more options and elective choices for one or more options. Registration priority is always given to students for whom a course is a core requirement.

Required for Bachelor of Arts (BA) degree ONLY: Language (8)

Required Minor: Yes. Any.

MASS COMMUNICATIONS MINOR: NOT OFFERED

POLICIES/INFORMATION

GPA Policy. Majors 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 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. 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 all prerequisite courses in his/her option area; (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 adviser, should complete and file with the department a proposed program.

The department recommends that students develop programs of study that are complementary to their major in mass communications. Students concentrating in journalism are encouraged to minor in courses in liberal arts, such as art, English, literature, modern language, history, humanities, philosophy, or political science. Students concentrating in public relations are encouraged to minor in courses in business administration, art, marketing, English, psychology, sociology, or speech.

Communication Facilities. In addition to fully equipped modern computerized

classrooms, 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 may contribute to producing a student-oriented campus newspaper, *The Reporter*, a campus literary magazine, and 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 adviser. Working closely with this faculty person, students develop academic programs that relate to their needs, interests and career aspirations.

COURSE DESCRIPTIONS**MASS 110 (4) Introduction to Mass Communications**

Nature, functions, responsibilities and effects of the media in contemporary society.

GE-9 CD-Related

MASS 112 (2) Mass Media and Children

Course will examine the role of mass media in children's lives. Media will be examined as educator, image-maker, entertainer and messenger of violence. Summer

MASS 221 (4) Media Writing I

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

Pre: ENG 101, MASS 110

Fall, Spring

MASS 242 (2) Radio Station Operation

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

Pre: MASS 221

Variable

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

Selected topics in mass communications.

Pre: MASS 221 or consent

Variable

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

Fall, Spring

MASS 322 (4) Media Writing II

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

Pre: MASS 221

Variable

MASS 334 (3) Writing & Speaking for Broadcast

Planning, writing and delivering of broadcast news.

Pre: MASS 221

Variable

MASS 341 (4) The Editorial Process

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

Pre: MASS 221

Variable

MASS 351 (4) Photojournalism

Instruction and practice in the use of the still camera, film-based photographic processes, and computerized image production. Exploration of photojournalistic principles. Students must provide own camera.

Pre: MASS 221

Variable

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MASS 353 (2) Advanced Photojournalism

Guided experiences in techniques and practicum of journalistic photography.

Pre: MASS 221 and MASS 351

Variable

MASS 360 (4) Publications Layout

Practicum in typography, design, layout and production processes, including job budgeting and estimating, for newspapers, magazines, newsletters, brochures, posters, annual reports, direct mail and related print materials used public relations and journalism. Emphasis on graphic design software.

Prerequisite: MASS 221.

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

Fall, Spring

MASS 411 (4) Ethics & Press Criticism

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

Pre: MASS 221

Fall, Spring

MASS 412 (4) History of Mass Communication

Survey of the social, cultural, intellectual and technological development of advertising, public relations and print, broadcast and electronic journalism in the United States.

Pre: MASS 221

MASS 425 (3) Advanced Reporting

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

Pre: MASS 221 and MASS 322

Variable

MASS 431 (4) Magazine Article Writing

Marketing and writing of non-fiction articles for contemporary print and electronic magazines.

Pre: MASS 221

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

Variable

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

Variable

MASS 436 (4) Specialized Writing

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

Pre: MASS 221

Variable

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

Variable

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 MASS 440

Variable

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

Variable

MASS 490 (1-3) Mass Communication Workshop

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

Pre: MASS 221

Variable

MASS 498 (1) Internship

Practical mass media experience in a professional setting. Pre (Journalism Option): MASS 221, MASS 312, MASS 322, MASS 341, MASS 351. Pre (Public Relations Option): MASS 221, MASS 312, MASS 360, MASS 433, MASS 434. Pre (Media Studies Option): MASS 221, MASS 312, MASS 341 or MASS 360, and one of the following: MASS 322, MASS 334, MASS 431, MASS 436.

Fall, Spring

MASS 499 (1-2) Individual Study

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

Pre: MASS 221

Fall, Spring