

# BACHELOR OF ARTS, MAJOR IN MASS COMMUNICATION: BROADCAST PRODUCTION

## Broadcast Production

Students completing the Broadcast Production emphasis prepare for decision-making and technical responsibilities in broadcast, cable, and alternative video production. Technical, artistic, and management skills combine to ensure that quality electronic content is presented in an effective, appropriate, and engaging manner, within budget.

Broadcast production students complete the MCOM four-course core, the professional seminar, and four of the courses in the Broadcast Production emphasis: audio production, introductory visual communication, beginning single camera/nonlinear editing, TV studio production, and MCM electives. In addition broadcast production students complete a scriptwriting course for fiction and nonfiction and an advanced production course where they create and produce programming for the departmental television station. Every broadcast-production student will work at the radio and television stations during his/her college tenure and each will write, produce, shoot and edit his/her own television or radio programs for the stations.

### Bachelor of Arts, Major in Mass Communication: Broadcast Production

<b>Core Curriculum</b> ( <a href="http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum">catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum</a> )		
Component Area I (Communication)		6
Component Area II (Mathematics)		3
Component Area III (Life and Physical Science)		8
Component Area IV (Language, Philosophy, and Culture)		3
Component Area V (Creative Arts)		3
Component Area VI (U.S. History)		6
Component Area VII (Political Science/Government)		6
Component Area VIII (Social and Behavioral Sciences)		3
Component Area IX (Component Area Option)		4
<b>Degree Specific Requirements</b>		
PHIL 2303	Critical Thinking	3
Select one of the following:		3
ARTS 1301	Intro To The Visual Arts	
ARTS 1303	Art History Survey I	
ARTS 2370	Digital Photography I	
Select one of the following: <sup>1</sup>		3
ECON 2300	Introduction To Economics	
ECON 2301	Principles Of Macroeconomics	
ECON 2302	Principles Of Microeconomics	
Foreign Language <sup>2</sup>		14
Advanced Liberal Arts Electives		13
<b>Major Core</b>		
MCOM 1330	Analysis of Electronic Culture	3
MCOM 1332	Writing For Mass Media	3
MCOM 2371	TV & Film Production	3
MCOM 4371	Mass Media Law And Ethics	3
<b>Required Courses</b>		
MCOM 1371	Audio Production & Performance	3
MCOM 3026	Media Practicum	3
MCOM 3372	Single Cam & Non-Linear Edit I	3
MCOM 3375	Scriptwriting	3
MCOM 3377	Multi-Camera Studio Production	3
MCOM 3379	Multi-Camera Field Production	3
MCOM 4373	Advanced Production	3
<b>Track Electives</b>		9
MCOM 3366	Photojournalism	

MCOM 3371	Advanced Audio Production
MCOM 3378	Production Management
MCOM 4378	Multi-Camera Remotes
MCOM 4398	Professional Internship
MCOM 4099	Independent Study

Total Hours	120
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<sup>1</sup> Courses may be counted in two separate requirements.

<sup>2</sup> Four courses in one language required.

### First Year

Fall	Hours Spring	Hours
ARTS 1301, 1303, or 2370	3 Component Area I (catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareai)	3
Component Area I (catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareai)	3 Component Area II (catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaii)	3
Foreign Language <sup>1</sup>	4 ECON 2300, 2301, or 2302 <sup>2</sup>	3
MCOM 1330	3 Foreign Language <sup>1</sup>	4
MCOM 1332	3 MCOM 2371	3
	16	16

### Second Year

Fall	Hours Spring	Hours
Advance Liberal Arts Elective	3 Component Area III (catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaiii)	4
Component Area III (catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaiii)	4 Component Area IV (catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaiiv)	3
Foreign Language <sup>1</sup>	3 Foreign Language <sup>1</sup>	3
MCOM 4371	3 MCOM 1371	3
PHIL 2303	3 MCOM 3026	3
	16	16

### Third Year

Fall	Hours Spring	Hours
Advance Libral Arts Elective	3 Advance Libral Arts Elective	3
Advance Libral Arts Elective	4 Component Area V (catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareav)	3
Component Area VI (catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareavi)	3 Component Area VI (catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareavi)	3
MCOM 3372	3 MCOM 3377	3
MCOM 3375	3 MCOM 3379	3
	16	15

### Fourth Year

Fall	Hours Spring	Hours
Component Area VII (catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareavii)	3 Component Area VII (catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareavii)	3
Component Area VIII (catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaviii)	3 Component Area IX (catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaix)	4
MCOM Track Elective <sup>3</sup>	3 MCOM 4373	3

MCOM Track Elective <sup>3</sup>	3 MCOM Track Elective <sup>3</sup>	3
	12	13

Total Hours: 120

- <sup>1</sup> Four courses in one language required.
- <sup>3</sup> For MCOM track electives select 9 hours of the following: MCOM 3366, MCOM 3371, MCOM 3378, MCOM 4099. MCOM 4378, MCOM 4398.
- <sup>2</sup> Courses may be counted in two separate requirements.