

# DEPARTMENT OF MASS COMMUNICATION

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By providing one-on-one contact with faculty from a variety of theoretical and practical backgrounds, the Department of Mass Communication exposes students to a combination of hands-on production classes, professional development classes, and traditional theory/criticism classes. The Mass Communication program at Sam Houston State University offers a unique educational experience for students. Our graduates develop:

1. Media literacy skills that are increasingly required in our media-saturated contemporary experience, and
2. Skills especially applicable to the emerging technologically-driven marketplace.

There are seven undergraduate MCOM programs:

- Bachelor of Arts, Major in Mass Communication: Multiplatform Journalism
- Bachelor of Arts, Major in Mass Communication: Broadcast Production
- Bachelor of Arts, Major in Mass Communication: Film
- Bachelor of Arts, Major in Mass Communication: Public Relations & Advertising
- Bachelor of Fine Arts, Major in Film and Television Production
- Bachelor of Arts, Double Major in Education and Mass Communication: Journalism
- Bachelor of Science, Major in Agricultural Communication (School of Agricultural Sciences)

There are three undergraduate MCOM minors:

- Minor in Mass Communication
- Minor in Film Studies
- Minor in Sports Media

Graduates can enter a variety of fields, including but not limited to video production, print and television news, broadcast and cable sales, media management, advertising, digital media production, public relations, and corporate media. In addition, students may supplement their degrees with educational requirements that allow them to become certified media specialists in public school systems with a concentration in Mass Communication Education. Students are encouraged to take advantage of the MCOM Department's internship program.

## Mission

The mission of the Department of Mass Communication is to acquire, synthesize, and disseminate knowledge related to print, broadcast, cable, online, and other forms of electronic communication for the purpose of producing media literate, socially aware, and professionally competent graduates.

Program emphasis is on the preparation of ethical and technologically proficient communication professionals who are capable of making a positive impact on their environment and on society. Our graduates will acquire the skills for today's media marketplace and also develop the broader, theoretical background for:

- Negotiating convergence in the media fields;
- Communicating with and serving various populations;
- Understanding the economic and political pressures on professional integrity; and
- Intelligently assessing and interpreting unfolding events in a media-saturated experience.

## Highlights

The Department of Mass Communication offers a comprehensive blend of courses, including but not limited to global communication, film production and theory, media production and reporting, audience analysis, media sales, mass communication theory and history, and writing for print, broadcast, and digital media. The curriculum introduces students to each of the four emphasis areas during their first year in the mass communication program. During the remaining three years, students can register for classes in digital audio and video editing, film production and directing, feature writing, research techniques, communication law, media marketing, scriptwriting, global communication, and multiplatform journalism.

Students with a major or minor in the MCOM Department will have the opportunity, as part of their college experience, to work with departmental media: 90.5 KSHU-FM, 90.5.2 El Gato, Cable Channel 7, *The Houstonian* newspaper, student news, Priority One PR, and Bearkat Sports.

## Suggested Free Electives

Students in Mass Communication may select a specialized area of free elective classes compatible with their professional goals. In choosing an appropriate set of free electives, students should discuss their career plans with an advisor. For example, free electives in Management and Marketing are desirable for Public Relations & Advertising. History, English, foreign languages, Art, Theatre, Sociology, and other social sciences and fine arts are helpful to all emphases. Students with a Multiplatform Journalism emphasis could benefit from free electives in Political Science or History.

## Career Opportunities

There are a variety of career opportunities in the Mass Communication field. Some graduates pursue traditional positions in the mass media marketplace (reporting/editing/writing for newspapers, television stations, radio stations, or magazines). MCOM graduates may also pursue careers with public relations and advertising agencies, with corporate communication programs, and within government, hospital, and other institutional settings. Graduates can affiliate with nonprofit agencies or move into sales and other promotional positions. Increasingly, graduates have been teaching in high schools, pursuing advanced graduate studies, and working in emerging and social media.

## Program Specific Requirements

All students in the Mass Communication department will complete a four-course core that provides a foundation for success in a variety of media fields. To help students understand the contemporary media environment, the core includes an analysis of media and society. Because specific skills are required in the media marketplace, the applied Writing for Mass Media and T.V. & Film Production courses are part of the departmental core. A course in mass media law and ethics examines legal issues pertinent to the print, electronic, and emerging digital press.

All Mass Communication and Agricultural Communication (Ag/Com) majors and minors must earn a grade of 'C' or better in each MCOM, MCFL, MCJR, MCPA, or MCPD course, and successfully pass the departmental required Grammar Module with a score of 80 or higher.

- Bachelor of Arts, Major in Mass Communication: Broadcast Production (<http://catalog.shsu.edu/undergraduate/colleges-academic-departments/arts-and-media/mass-communication/ba-mass-communication-broadcast-production/>)
- Bachelor of Arts, Major in Mass Communication: Film (<http://catalog.shsu.edu/undergraduate/colleges-academic-departments/arts-and-media/mass-communication/ba-mass-communications-film/>)
- Bachelor of Arts, Major in Mass Communication: Multiplatform Journalism (<http://catalog.shsu.edu/undergraduate/colleges-academic-departments/arts-and-media/mass-communication/ba-mass-communication-multi-platform-journalism/>)
- Bachelor of Arts, Double Major in Education and Mass Communication: Journalism (<http://catalog.shsu.edu/undergraduate/colleges-academic-departments/education/school-of-teaching-and-learning/ba-education-and-mass-communication/>)
- Bachelor of Arts, Major in Mass Communication: Public Relations & Advertising ([http://catalog.shsu.edu/undergraduate/colleges-academic-departments/arts-and-media/mass-communication-public-relations-advertising/](http://catalog.shsu.edu/undergraduate/colleges-academic-departments/arts-and-media/mass-communication/ba-mass-communication-public-relations-advertising/))
- Bachelor of Fine Arts, Major in Film and TV Production (<http://catalog.shsu.edu/undergraduate/colleges-academic-departments/arts-and-media/mass-communication/bfa-film-and-tv-production/>)
- Bachelor of Science, Major in Agricultural Communication (Department of Agricultural Sciences & Engineering Technology) (<http://catalog.shsu.edu/undergraduate/colleges-academic-departments/science-and-engineering-technology/agricultural-science/bs-agricultural-communications/>)
- Minor in Arts and Popular Culture (<http://catalog.shsu.edu/undergraduate/colleges-academic-departments/arts-and-media/arts-and-popular-culture-minor/>)
- Minor in Film Studies (<http://catalog.shsu.edu/undergraduate/colleges-academic-departments/arts-and-media/mass-communication/film-studies-minor/>)
- Minor in Mass Communication (<http://catalog.shsu.edu/undergraduate/colleges-academic-departments/arts-and-media/mass-communication/mass-communication-minor/>)
- Minor in Sports Media (<http://catalog.shsu.edu/undergraduate/colleges-academic-departments/arts-and-media/mass-communication/sports-media-minor/>)

## Student Organizations and Activities

The Department of Mass Communication supports student chapters of the American Advertising Federation (AAF), the National Broadcasting Society (NBS), the Texas Intercollegiate Press Association (TIPA), Society of Professional Journalists (SPJ), Agricultural Communicators of Tomorrow (ACT), National Association of Hispanic Journalists (NAHJ), the Public Relations Student Society of America (PRSSA), and the National Association of Black Journalists (NABJ).

## Internships

Junior and senior level students who meet requirements may enroll in semester-long professional internships. MCOM students have interned in many locations, including: national media outlets, such as CBS News, *Entertainment Tonight*, ESPN, *David Letterman*, *The Jerry Springer Show*, MTV, The Cannes Film Festival, South by Southwest, and Disney World; regional media outlets such as KTLA-TV in Los Angeles, KHOU-TV in Houston, *The Conroe Courier*, *The Victoria Advocate*, Pierpont Public Relations, and the Houston Symphony; and at specialized institutional sites, such as the Texas State Senate.

## Scholarships

Scholarships are available for outstanding undergraduate students continuing in the program. Scholarship deadlines are December 15 (incoming students) and February 15 (current students) for the following academic year.

Radio-Television Alumni Angels Scholarship - Nicole Angel Alumni

Transfer Student Angel Scholarship

Freshman Alumni Angel Scholarship

Sophomore Alumni Angel Scholarship

Senior Alumni Angel Scholarship

Omar Jon Sanchez Memorial Production Scholarship

Ferol Robinson Endowed Scholarship

Carol A. Callahan Journalism Endowed Scholarship

Kelly Edgar and Ina May Ogletree McAdams Endowed Scholarship

Charles Moser Brenham

Col. John W. Thomason Jr. Scholarship

Mary McAshan Gibbs Scholarship

CBS/Dan Rather Endowed Scholarship

Ferol Robinson Endowed Scholarship for Tomorrow's Journalists

Frank Q. Dobbs Mass Communication Memorial Scholarship

Houstonian Staff Endowed Scholarship

Dr. Ferol Robinson Journalism Endowed Scholarship

Journalism Advisory Council Internship Expenditure

Alpha Epsilon Rho R/T/F Scholarship

Cheryl Parish Journalism Award

Don and Frances Reid Journalism Endowed Scholarship

Roy G. Clark Journalism Scholarship

Morris Frank-Dan Rather Endowed Scholarship

For more information, please contact the Department of Mass Communication or visit Mass Communication scholarships (<https://www.shsu.edu/dept/financial-aid/aid/scholarships/>) online.

## Mass Communications

**MCOM 1130. Media Literacy. 1 Hour. [TCCN: COMM 2300]**

Students critically examine and analyze media found in the world around them, and explore existential issues within those media frameworks, particularly during times of cultural shifts. Through class discussions, interactive media demonstrations, and other experiences, this course helps students make sense of and control their media environments, as well as develop a critical approach to understanding and creating media.

**Prerequisite:** None.

**MCOM 1300. Mass Communication. 3 Hours.**

**MCOM 1307. Introduction to Digital Social Media. 3 Hours.**

Students explore digital communication campaigns, trends, and practices, and how they are currently used on social and emerging media platforms. Students evaluate message strategies and interpret data analytics to determine levels of audience engagement, as well as short- and long-term effects. Credit: 3.

**MCOM 1330. Media, Culture and Society. 3 Hours. [TCCN: COMM 1335]**

This course will survey the history and theory of mass media in American society with an emphasis on issues in broadcast television, cable television, and print journalism. Topics addressed include the impact of the printing press; evolution of print media, telegraph, film camera, and wireless technologies; structure of contemporary media industries; influence of advertisers, regulatory agencies, and ratings services; production, distribution, and syndication systems; social influence and personal use of mass media content.

**MCOM 1332. Writing For Mass Media. 3 Hours. [TCCN: COMM 2311]**

Designed to introduce writing for media across a wide spectrum of disciplines, this course will provide hands-on practice in basic writing skills for news, broadcast, the web, and public relations. Emphasis is placed on the enhancement of writing and grammar skills.

**MCOM 1371. Audio Production & Performance. 3 Hours. [TCCN: COMM 2303]**

This course surveys the mechanics of audio production and the operation of studio equipment. Students study and practice the use of microphone techniques, music, sound effects, and performance. They are introduced to digital audio production and appropriate audio software. Lecture and laboratory projects acquaint students with audio production requirements and responsibilities. Students receive practical hands-on experience with attention to mixing, recording, and editing. Students are expected to produce original content for broadcast on KSHU-FM.

**MCOM 2366. Film Appreciation. 3 Hours. [TCCN: COMM 2366]**

This course uses the film medium to integrate cinematic history and criticism. Production elements such as lighting, sound and character development, as well as genres, themes and narrative pattern will be analyzed. Emphasis is placed on writing critically about the film. Course Equivalents: MCOM 2351 .

**MCOM 2371. TV & Film Production. 3 Hours. [TCCN: COMM 1336]**

This course introduces students to the basics of visual image production, focusing on graphic design, creative visualization, video editing, lighting, on-camera performance, and studio producing/directing. Students are expected to produce original content for broadcast on Cable Channel 7.

**MCOM 3026. Media Practicum. 1-4 Hours.**

Advanced instruction in practice and projects. Students perform assigned work with co-curricular activities (KSHU-FM, Cable Channel 7, The Houstonian, student news, and Priority One PR) in a laboratory environment. Variable Credit (1 to 3). Course Equivalents: MCOM 3226

**Prerequisite:** Either 12 hours of MCOM, plus score of 80 or higher on Grammar Module and Faculty Approval; or Faculty Approval.

**MCOM 4022. Special Topic. 1-3 Hours.**

This course will examine special topics/issues in the field of media. Different subject matter will be addressed each semester. This course may be repeated as topics change. Variable Credit (1 to 3). Course Equivalents: MCOM 4382

**Prerequisite:** Either 12 hours of MCFL or 12 hours of MCJR or 12 hours of MCPA or 12 hours of MCPD; or MCOM 1332 plus 9 additional hours of MCOM.

**MCOM 4099. Independent Study. 1-3 Hours.**

This course provides an opportunity to conduct supervised investigation in an area of special interest. This course is designed specifically for advanced students who are capable of independent research and/or creative activity. Variable Credit (1 to 3). Chair; or MCOM 1332, 12 additional hours of MCOM and Permission of Dept. Chair. Course Equivalents: MCOM 4399

**Prerequisite:** Either 12 hours of MCFL or 12 hours of MCJR or 12 hours of MCPA or 12 hours of MCPD and Permission of Dept.

**MCOM 4371. Mass Media Law And Ethics. 3 Hours.**

This course will examine legal and ethical concepts as they apply to broadcast and cable television, radio, print media, and Internet-based publishing. It will focus on the evolution of the American legal system with specific attention to state statutes, regulatory agencies, ethical issues, and precedent-setting cases as they relate to free speech, open records, privacy, libel, copyright, and obscenity laws.

**Prerequisite:** Either 12 hours of MCFL or 12 hours of MCJR or 12 hours of MCPA or 12 hours of MCPD; or MCOM 1332 and 12 additional hours of MCOM.

**MCOM 4393. Global Media. 3 Hours.**

This course studies world media systems in a variety of countries. Emphasis is placed on how history, politics, government, culture, and other social relations influence international media systems, international development projects, and the global flow of information.

**Prerequisite:** Either 12 hours of MCFL or 12 hours of MCJR or 12 hours of MCPA or 12 hours of MCPD; or MCOM 1332 and 12 additional hours of MCOM.

**MCOM 4398. Professional Internship. 3 Hours.**

On-the-job application of skills and knowledge learned in the classroom for students who have completed their sophomore year, completed appropriate courses, and achieved an acceptable GPA. Internships may be with print media, electronic media, agencies, institutions, businesses, non-profit groups, or government agencies. MCOM and AGCO majors only.

**Prerequisite:** Either 12 hours of MCFL or 12 hours of MCJR or 12 hours of MCPA or 12 hours of MCPD plus permission of internship coordinator; or 12 hours of MCOM plus permission of internship coordinator.

## Mass Communication: Film

### **MCFL 3351. Moving Image Aesthetics. 3 Hours.**

This course is an in-depth look into pre-production process as it directly pertains to storyboard creation, character development and design, pre-visualization techniques and principles of concept design. Students will script, shoot and edit short films, identifying challenges to the form and discussing the success of these challenges. Course Equivalents: MCOM 3351

**Prerequisite:** MCOM 1332, MCOM 1371, MCOM 2371, and a score of 80 or higher on the Grammar Module.

### **MCFL 3352. Cinematography. 3 Hours.**

This course is designed to study emotional and visual qualities of light, and the application of varying strategies in lighting for characters, film composition, lenses, filtration, and manipulation of images in mood creation, and practical techniques, product and narrative style of lightning. Students will utilize their critical thinking skills in producing various original images. Course Equivalents: MCOM 3352

**Prerequisite:** MCOM 1332, MCOM 1371, MCOM 2371, and a score of 80 or higher on the Grammar Module.

### **MCFL 3353. Advanced Editing for Film & TV. 3 Hours.**

This course is a continuation of film editing with concentration on standards expected by industry professionals. Students will learn various editing software applications and techniques of fine tuning film and TV projects. Course Equivalents: MCOM 3353

**Prerequisite:** MCOM 1332, MCOM 1371, MCOM 2371, and a score of 80 or higher on the Grammar Module.

### **MCFL 3354. Film History I. 3 Hours.**

Students in this course trace the history of film as a mass medium, art form, and industry from 1895-1945. Film's 19th century origins in photographic technologies and popular theater situate understanding of its emergence as a new medium; it progresses to cover the global film history in the silent era, the transition to sound, and the golden age of sound cinema. Specific film concepts, critical historical contexts, and canonical works are analyzed in a discursive setting. Course Equivalents: MCOM 3354

**Prerequisite:** MCOM 2366 and a score of 80 or higher on the Grammar Module.

### **MCFL 3355. Film History II. 3 Hours.**

Students in this course trace the history of film as a mass media, art form, and industry from 1945 to the present day. World War II and the advent of electronic media fundamentally changed the societal and technological nature of cinema. Students analyze the global film history in the postwar era and the age of new and emerging media; they also explore specific film concepts, historical contexts and canonical works in a discursive setting. Course Equivalents: MCOM 3355

**Prerequisite:** MCOM 2366 and a score of 80 or higher on the Grammar Module.

### **MCFL 3356. Select Film Genre. 3 Hours.**

Students in this course examine the history, nature, and major works of a selected film genre. Emphasis is placed on story design, production techniques, and cultural meanings specific to the particular genre. Topics and instructors rotate every semester, and may include sports, horror, melodrama, science fiction, or western films. Course Equivalents: MCOM 3356

**Prerequisite:** MCOM 2366 and a score of 80 or higher on the Grammar Module.

### **MCFL 3357. Seminar in Hispanic Cinemas. 3 Hours.**

Students in this bilingual course explore the art of Spanish-language film and television. Emphasis is placed on appreciation and critical analysis of film as art. Topics vary each semester may vary from national cinemas (Mexico, Argentina, Colombia, Spain, and so on) to ethnic groups (Mexican-American cinema) to transnational Hispanic directors (Luis Buñuel, Alfonso Cuarón). Students should have a conversational understanding of Spanish but can participate in English.

**Prerequisite:** MCOM 2366.

### **MCFL 3358. Screenwriting I: Narrative Writing for Film & Television. 3 Hours.**

Students study the theory and techniques of screenwriting and become familiar with the principles and techniques used in writing fiction for film and television. Students develop original scripts and acquire an understanding of how to write a screenplay. Credit: 3

**Prerequisite:** MCOM 1332, MCOM 3375.

### **MCFL 3359. Directing for Film and TV. 3 Hours.**

In this course students explore directorial techniques and methods of narrative films and narrative TV drama. Emphasis will be placed on directing a shoot, scene construction, coverage, staging, blocking, camera perspectives and directing actors. Course Equivalents: MCOM 3359

**Prerequisite:** MCOM 1332, MCOM 1371, MCOM 2371, and a score of 80 or higher on the Grammar Module.

### **MCFL 3372. Single Camera and Non-Linear Editing I. 3 Hours.**

This course teaches pre-production, field production, and post-production techniques. Elements include field camera setup and operation, remote lighting, remote sound, and basic continuity editing with an emphasis on underlying principles of video technology. Students are expected to produce original content for broadcast on Cable Channel 7. Course Equivalents: MCOM 3372

**Prerequisite:** MCOM 1332, MCOM 1371, MCOM 2371, and a score of 80 or higher on the Grammar Module.

### **MCFL 3376. Field & Studio Audio Recording. 3 Hours.**

Students in this course negotiate technical, aesthetic, production and recording differences between field and studio environments. Recording high-quality audio in diverse field settings is emphasized. Proper techniques for recording and reinforcing sound in live studio environments is also prioritized. Pre-production planning, equipment selection, and post-production editing will be studied. Course Equivalents: MCOM 3376

**Prerequisite:** MCOM 1332 and either (MCOM 1371, and MCOM 2371 or MCOM 2374 and a score of 80 or higher on the Grammar Module) or (9 additional hours of MCOM).

**MCFL 4350. Film Theory. 3 Hours.**

Students in this course confront interrelated philosophical and social questions of film's nature as an art form, instrument, and mass medium. Major thinkers from different eras will be studied in a humanistic, critical, and discursive fashion through writing and discussion. Comparison of different critical approaches empowers a comprehensive understanding of film's cultural roles and potential. Course Equivalents: MCOM 4350

**Prerequisite:** Either (9 hours of MCFL) or (MCOM 2366 and 6 additional hours of MCOM).

**MCFL 4375. Screenwriting II. 3 Hours.**

The student develops original ideas from initial concept through completion of a full-length screenplay in a workshop environment. Screenplay structure for feature-length screenplays will be analyzed for character development and plot points. Course Equivalents: MCOM 4375

**Prerequisite:** Either (MCPD 3375 and 9 additional hours of MCPD, or MCFL, or MCJR) or (MCOM 1332 and 12 additional hours of MCOM).

## Mass Communication: Journalism

**MCJR 2362. News Reporting. 3 Hours.**

This course covers theory and practice in covering news stories for mass media outlets, including those of public safety, government, education, health care, legal issues, and politics. Emphasis is placed on covering current events with written text, photos, audio and video. Course Equivalents: MCOM 2362

**Prerequisite:** MCOM 1332.

**MCJR 3301. Podcasting. 3 Hours.**

Students plan, create and launch journalistic podcasts with specific, non-fiction topics and high professional standards. High-quality audio will be recorded in on-campus recording facilities with hands-on instruction. The class also explores critical issues, practical effects and digital communities surrounding podcasting and audio journalism.

**Prerequisite:** a score of 80 or higher on the grammar module, MCOM 1332, MCOM 1371, MCOM 2371, and MCJR 2362.

**MCJR 3360. Specialized Writing. 3 Hours.**

This course will cover study and practice in writing for mass media in specialized areas. Emphasis is on developing a level of writing suitable for publication. Course may be repeated as topics vary. Course Equivalents: MCOM 3360

**Prerequisite:** A score of 80 or higher on the Grammar Module, MCOM 1332, and either (MCOM 1371, MCOM 2371, and MCJR 2362) or (9 additional hours of MCOM).

**MCJR 3361. Broadcast Journalism. 3 Hours.**

This class emphasizes the theory, techniques, and practice of television journalism. Emphasis is on writing and editing news copy and honing style and content skills appropriate for effective broadcast news writing. MCJR 3361 also requires production of broadcast news content and involves discussion of current issues facing broadcast journalists. Students are expected to produce original content for broadcast on Cable Channel 7. Course Equivalents: MCOM 3361, MCOM 3374

**Prerequisite:** A score of 80 or higher on the Grammar Module, MCOM 1332, and either (MCOM 1371, MCJR 2362, and MCOM 2371 or MCPD 3374) or (9 additional hours of MCOM).

**MCJR 3362. Media Criticism. 3 Hours.**

This course explores mass communication theory, focusing on social-behavioral and critical-cultural approaches. It emphasizes how the same issues (e.g. media violence) recur over time and how ideas about media have changed as new media technologies have emerged. Course Equivalents: MCOM 3362

**Prerequisite:** A score of 80 or higher on the Grammar Module, MCOM 1332, and either (MCOM 1371, MCJR 2362, and MCOM 2371 or MCPD 2374) or (9 additional hours of MCOM).

**MCJR 3363. Spanish-Language Broadcasting. 3 Hours.**

Students report and produce bilingual English and Spanish-language news content for the El Gato streaming radio station. Students will conduct interviews, field recordings, audio editing and other procedures both in English and in Spanish. Spanish-language media markets, differences and similarities between English and Spanish journalism practices, bilingual reporting techniques, and job-hunting strategies will also be covered. Course Equivalents: MCOM 3363

**Prerequisite:** Either MCOM 1332, MCOM 1371, MCJR 2362, (MCOM 2371 or MCPD 2374), and a score of 80 or higher on the Grammar Module; or MCOM 1332, MCOM 1371, and faculty approval.

**MCJR 3364. Copyediting for News. 3 Hours.**

This course focuses on the editor's functions in handling news copy from writing to production. Content includes copy editing and headline writing, picture cropping, caption writing, typography, graphics, source verification and leadership in the newsroom. MCOM 1332 and either (MCOM 1371, MCJR 2362, and MCOM 2371 or MCPD 2374 and a score of 80 or higher on the Grammar Module) or (MCOM 2362 and 6 additional hours of MCOM). Course Equivalents: MCOM 3364 .

**MCJR 3365. Broadcast Performance. 3 Hours.**

This course will prepare students for positions in announcing broadcast journalism for television, radio, and online. Students will examine techniques of voice and movement on television news, broadcast news announcing styles, interviewing techniques, and specialized announcing of events such as sports or cultural events. Course Equivalents: MCOM 3365

**Prerequisite:** MCOM 1332 and either (MCOM 1371, MCJR 2362, and MCOM 2371 or MCPD 2374, and a score of 80 or higher on the Grammar Module) or (9 additional hours of MCOM).

**MCJR 3366. Photojournalism. 3 Hours.**

This course will focus on reporting through the photo. The student will study the applications of news, feature, sports, weather, environmental portraiture and the photo essay. Fundamental principles of photojournalism such as history, freedom of press, ethics and the power of the image to convey the message. Course Equivalents: MCOM 3366

**Prerequisite:** MCOM 1332 and 9 additional hours of MCOM.

**MCJR 3367. Public Affairs Reporting. 3 Hours.**

Students cover news stories important to the public and community such as government, education, and criminal justice. Students explore best practices in community journalism and public affairs reporting in text and a variety of digital platforms with a particular focus on the connections between local, national and international news coverage.

**Prerequisite:** MCJR 2362.

**MCJR 3369. Designing and Producing Scholastic Media. 3 Hours.**

Students examine the principles of layout and design of school newspapers, magazines, and yearbooks. This course is designed for future educators preparing to teach journalism and may serve as advisors for student publications. Through in-depth examination of each publication's function, students will develop skills necessary to effectively communicate with readers through visual elements. Course Equivalents: MCOM 3369

**Prerequisite:** MCOM 1330, MCOM 1332, MCOM 1371, MCOM 2371 or MCPD 2374 and a score of 80 or higher on the Grammar Module.

**MCJR 4361. TV News Producing. 3 Hours.**

This course offers advanced instruction and practice in student-produced TV newscasts. Students are assigned duties for producing a newscast once a week, as well as gathering, shooting, writing, and editing TV news. Students are expected to produce original content for broadcast on Cable Channel 7. Course Equivalents: MCOM 4361, MCOM 4370

**Prerequisite:** Either (MCJR 3361, MCJR 3364, and MCPD 3373) or (MCOM 1332 and 12 additional hours of MCOM).

**MCJR 4364. Investigative Reporting. 3 Hours.**

This course examines strategies for gathering, analyzing and developing background information necessary for in-depth news writing and reporting. Students will be expected to use the research and analysis techniques to produce investigative journalism. Students are expected to produce original content for publication in The Houstonian. Course Equivalents: MCOM 4364

**Prerequisite:** Either (MCJR 3361, MCJR 3364, and 3 additional hours of MCJR) or (MCOM 1332 and 12 additional hours of MCOM).

**MCJR 4365. Mobile & Social Reporting. 3 Hours.**

Students use techniques drawn from various media and forms of writing to produce well-designed, effective communication packages for digital distribution. Students create and integrate written material, video, sound, and graphics into multimedia publications. Students are expected to produce original content for publication in The Houstonian. Course Equivalents: MCOM 4365

**Prerequisite:** Either (MCJR 3361, MCJR 3364, and 3 additional hours of MCJR) or (MCOM 1332 and 12 additional hours of MCOM).

**MCJR 4366. Social Implications of Media. 3 Hours.**

This course offers assessments of professional and industry trends, regulatory practices, socio-economic developments, and technological innovations that influence the institutions and traditions of the American mass media including news, entertainment and sports. Emphasis is placed on the changing roles of media and the impact of new communication technologies. Course Equivalents: MCOM 4366

**Prerequisite:** Either (MCJR 3361, MCJR 3362, and 3 additional hours of MCJR) or (MCOM 1332 and 12 additional hours of MCOM).

**MCJR 4367. Reporting Sports Journalism. 3 Hours.**

Students gain hands-on experience covering sports for the media, including game stories, features on players and coaches, hard news articles, and investigative and critical journalism on socio-political issues related to sports. Students are expected to produce original content for publication in The Houstonian. Course Equivalents: MCOM 4367

**Prerequisite:** Either (MCJR 2362 and 6 additional hours of MCJR or MCPD) or (MCOM 2362).

**MCJR 4369. Leadership in the Scholastic Media Newsroom. 3 Hours.**

Students examine leadership functions of scholastic media from coaching story development and advertising sales to budgeting and editorial decision making. This course focuses on the structures and procedures for effectively building and managing school newspaper and yearbook staffs, and is intended for future educators preparing to teach journalism, who will likely serve as an advisor for student publications. Course Equivalents: MCOM 4369

**Prerequisite:** Either (MCJR 3361, MCJR 3364, and 3 additional hours of MCJR) or (MCOM 1332 and 12 additional hours of MCOM).

## Mass Communication: Production

**MCPD 3370. Media Programming. 3 Hours.**

Students in this course analyze programming techniques and strategies for broadcast and cable television, radio, and the internet. Special focus is given to exploration of emerging trends, including multiplatform strategies, new and emerging media, wireless media, and pay-per-view structures. Students consider how programs are selected or rejected, arranged, evaluated, promoted, and regulated. Course Equivalents: MCOM 3370

**Prerequisite:** MCOM 1332, MCOM 1371, and MCOM 2371 or MCOM 2374, and a score of 80 or higher on the Grammar Module.

**MCPD 3373. Studio Production. 3 Hours.**

This course covers fundamentals of video production in a studio environment, including pre-production, in-studio production, and in-studio direction. Students will become familiar with the functions and responsibilities of the production crew, studio environment, and studio equipment. Emphasis is given to multiple camera techniques in studio production. Students are expected to produce original content for broadcast on Cable Channel 7. Course Equivalents: MCOM 3373

**Prerequisite:** MCOM 1332, MCOM 1371, and MCOM 2371 or MCOM 2374, and a score of 80 or higher on the Grammar Module.

**MCPD 3374. Sports Media Production I. 3 Hours.**

Students learn the basics of live sports broadcast production. Students learn proper setup and operation of field equipment, roles and responsibilities necessary for a live production, troubleshooting equipment in the field, and working with broadcast crews and sports organizations. The class may include lectures on broadcast policies and politics along with hands-on field experience. Course Equivalents: MCPD 2374, MCOM 2374 .

**MCPD 3375. Scriptwriting. 3 Hours.**

This course emphasizes the study of style, format, principles, and techniques of writing for radio, TV, and feature film. The process of writing fiction and non-fiction will examine the development of the script from research to marketing. Students will learn techniques for writing promotional scripts, public service announcements, documentary scripts, film scripts, and television scripts. Course Equivalents: MCOM 3375

**Prerequisite:** MCOM 1332, MCOM 1371, and MCOM 2371 or MCOM 2374, and a score of 80 or higher on the Grammar Module.

**MCPD 3377. Multi-Camera Studio Production. 3 Hours.**

Students will learn television studio procedures and address studio program preparation as well as presentation as it applies to multi-camera production. Students will produce content for Cable Channel 7 and other digital affiliates. Course Equivalents: MCOM 3377

**Prerequisite:** Either (MCPD 3373) or (MCOM 1332 and 9 additional hours of MCOM).

**MCPD 3378. Production Management. 3 Hours.**

This course emphasizes the study of legal clearances, budgeting, funding, resource management, and scheduling as these activities relate to radio and television production. Course Equivalents: MCOM 3378

**Prerequisite:** MCOM 1332, MCOM 1371, and MCOM 2371 or MCOM 2374, and a score of 80 or higher on the Grammar Module.

**MCPD 3379. Multi-Camera Field Production. 3 Hours.**

This course emphasizes the techniques and approaches to multi-camera directing and production. MCPD 3379 will train students in various remote production contexts, including sports, dance, music, and special events coverage. Students are expected to produce original content for broadcast on Cable Channel 7. Course Equivalents: MCOM 3379

**Prerequisite:** MCOM 1332, MCOM 1371, and MCOM 2371 or MCOM 2374, and a score of 80 or higher on the Grammar Module.

**MCPD 4351. New Media Platforms. 3 Hours.**

This course examines how ideas move from concepts and funding to distribution and profits in the new media frontiers. Students analyze case studies and apply entrepreneurial principles to create delivery models for new media content. Course Equivalents: MCFL 4351, MCOM 4351

**Prerequisite:** Either (MCPD 3378 and 9 additional hours of MCPD, or MCFL, or MCJR) or (MCOM 3378 and instructor approval).

**MCPD 4373. Advanced Production. 3 Hours.**

This course requires students to assume the primary responsibility, under faculty supervision, of creating and producing programming for Cable Channel 7. This course will also develop portfolio material for graduating students. Course Equivalents: MCOM 4373

**Prerequisite:** Either (MCPD 3377 and MCPD 3379) or (MCOM 1332 and 12 additional hours of MCOM).

**MCPD 4374. Sports Media Production II. 3 Hours.**

Students learn advanced production techniques for live sports broadcast productions, as well as advanced broadcasting policies, ethics and standards. They learn crew management and organization, pre-production strategies, production techniques, and post-production skills; students will also get extensive field experience in directing live and recorded sports productions for a variety of distribution platforms. Course Equivalents: MCOM 4374

**Prerequisite:** Either (MCPD 2374 and instructor approval) or (MCOM 2374 and 9 additional hours of MCOM).

**MCPD 4376. Advanced Audio Production. 3 Hours.**

This course presents advanced concepts in audio and radio recording and editing. Students are expected to produce original content for broadcast on KSHU-FM. Course Equivalents: MCOM 3371, MCOM 4376

**Prerequisite:** Either (MCPD 3373), (MCOM 1332 and 12 additional hours of MCOM), or (instructor approval).

**MCPD 4378. Multi-Camera Remotes. 3 Hours.**

In this course students learn methods of multi-camera coverage of events, organizations, activities or people. Students are expected to produce content for Cable Channel 7 and other digital affiliates. Course Equivalents: MCOM 4378

**Prerequisite:** Either (MCPD 3377 and MCPD 3379) or (MCOM 1332 and 12 additional hours of MCOM).

**MCPD 4379. Directing Multicamera Productions. 3 Hours.**

This course focuses on techniques students need to direct multi camera productions, including multiple camera operators, graphic packages, and video playback. Students are expected to produce content for Cable Channel 7 and other digital affiliates. Course Equivalents: MCOM 4379

**Prerequisite:** Either (MCPD 3373, MCPD 3377, and MCPD 3379) or (MCOM 1332 and 12 additional hours of MCOM).

## Mass Communication: Public Relations & Advertising

### **MCPA 2382. Design for Public Relations and Advertising. 3 Hours. [TCN: COMM 2330]**

This course introduces students to the principles of design applicable to publications created using desktop publishing software and computer technology. Special attention is given to design principles, typography, layout, and production techniques. Course Equivalents: MCOM 2382 .

### **MCPA 3381. Principles Of Public Relations. 3 Hours.**

This course examines principles of public relations, the problem-solving processes to analyze and resolve major problems, and practical applications of these tactics to real world situations. The traits of leadership, crisis management, and ethics will be explored. Course Equivalents: MCOM 3381

**Prerequisite:** MCOM 1332 and either (MCOM 1330, MCOM 2371, MCPA 2382 and a score of 80 or higher on the Grammar Module) or (9 additional hours of MCOM).

### **MCPA 3382. Principles of Advertising. 3 Hours.**

This course explores the changes in today's world of advertising communication and the implications of these changes to traditional practice.

Industry developments such as social media and the impact of globalization are included, as well as the increased focus on consumers and branding in today's advertising strategies. Course Equivalents: MCOM 3382

**Prerequisite:** MCOM 1332 and either (MCOM 1330, MCOM 2371, MCPA 2382, and a score of 80 or higher on the Grammar Module) or (9 additional hours of MCOM).

### **MCPA 3383. Writing for Public Relations and Advertising. 3 Hours.**

This course examines the process of communicating to persuade and inform. Students learn the techniques of strategic thinking and practice writing for advertising and promotions, news media, and special audience materials, such as newsletters, brochures, and catalogues. Online communications for internal and external audiences will also be explored. Course Equivalents: MCOM 3383

**Prerequisite:** MCOM 1332 and either (MCOM 1330, MCOM 2371, and a score of 80 or higher on Grammar Module) or (9 additional hours of MCOM).

### **MCPA 3388. Sales and Marketing. 3 Hours.**

This course provides students with an overview of marketing strategies used by mass media companies. MCPA 3388 examines media marketing, market surveys, advertising, content promotion, and public relations as efforts to create and support customer bases and maintain goodwill. Students have the opportunity to create model marketing strategies. Special attention is paid to industry changes and professional ethics. Course Equivalents: MCOM 3388

**Prerequisite:** MCOM 1332 and either (MCOM 1330, MCOM 2371, and a score of 80 or higher on the Grammar Module) or (9 additional hours of MCOM).

### **MCPA 4381. Social Marketing for Public Relations and Advertising. 3 Hours.**

Students critically examine examples of social change initiatives that target deeply-held beliefs and entrenched personal behaviors. Students develop an understanding of social marketing principles, a proven behavior change discipline, and will learn techniques for conducting social marketing campaigns to improve a social good such as individual health, the environment, or the community. Course Equivalents: MCOM 4381

**Prerequisite:** Either (MCPA 3381, MCPA 3382, and MCPA 3383 or instructor approval) or (MCOM 2382 or instructor approval).

### **MCPA 4382. Advanced Writing for Public Relations and Advertising. 3 Hours.**

This course emphasizes the strategic, goal-oriented mission of high-quality media writing. Using a multidisciplinary and multimedia approach, students will learn to write successful and strategically for public relations, advertising, sales, marketing, and business communications formats.

Course Equivalents: MCOM 3385, MCPA 3385

**Prerequisite:** Either (MCPA 3383 and 6 additional hours of MCPA) or (MCOM 1332 and 9 additional hours of MCOM).

### **MCPA 4383. Audience Research & Analysis. 3 Hours.**

This course introduces students to the history and application of research methods, both quantitative and qualitative, that are employed in commercial media markets and academic environments to assess media audiences, media content, and media use. Topics addressed include survey methods, content analysis, experimental research, ethnographic and critical research, research ethics, and statistical analysis. Special attention will be devoted to research in print and electronic media. Course Equivalents: MCOM 4383

**Prerequisite:** Either (MCPA 3383 and 9 additional hours of MCPA or instructor approval) or (MCOM 1332 and 12 additional hours of MCOM).

### **MCPA 4384. Advanced Design for Public Relations & Advertising. 3 Hours.**

This course focuses on higher-level publishing formats and media used in today's persuasive communication environment. This course builds on basic print design and production skills introduced in MCPA 2382. Course Equivalents: MCOM 4384

**Prerequisite:** Either (MCPA 3381, MCPA 3382, and 6 additional hours of MCPA or instructor approval) or (MCOM 2382 or instructor approval).

### **MCPA 4385. Social Media for Public Relations and Advertising. 3 Hours.**

Students develop a comprehensive understanding of the social media landscape and its impact on public relations and advertising campaign strategies. Students develop a strategic social media campaign plan to solve specific communication problems for a particular client; topics also include key social media terminology, techniques, design plans and implementation strategies. Course Equivalents: MCOM 4385

**Prerequisite:** Either (MCPA 3381 and MCPA 3383) or (MCOM 3381 or MCOM 3382) or (instructor approval).

**MCPA 4390. Campaigns for Public Relations and Advertising. 3 Hours.**

This course emphasizes integration of theory, research, and communication techniques for implementing and evaluating public relations campaigns. Focus on creative strategies and media planning, target analysis and buying tactics. Students research, develop, and present an integrated communication plan. Course Equivalents: MCOM 4380, MCOM 4390

**Prerequisite:** Either (MCPA 3381, MCPA 3382, and MCPA 3383 or instructor approval) or (MCOM 3381, MCOM 3383, and MCOM 4383 or instructor approval).

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