

DEPARTMENT OF MEDIA AND COMMUNICATION

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

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

There are six undergraduate MCOM programs:

- Bachelor of Arts, Major in Media and Communication: Film
- Bachelor of Arts, Major in Media and Communication: Journalism
- Bachelor of Arts, Major in Media and Communication: Media Production and Technology
- Bachelor of Arts, Major in Media and Communication: Public Relations & Advertising
- Bachelor of Fine Arts, Major in Film and Television Production
- Bachelor of Arts, Double Major in Education and Media and Communication: Journalism

There are four undergraduate MCOM minors:

- Minor in Emerging Media & Innovation
- Minor in Film Studies
- Minor in Mass Communication
- 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 Media and 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.

The program's emphasis is on preparing ethical and technologically proficient communication professionals who are capable of making a positive impact on their environment and 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 Media and Communication provides an extensive and rigorous curriculum encompassing a broad array of courses, including, but not limited to, film production and film studies, media production and technology, audience research analysis, advertising and public relations, mass communication theory and laws, as well as writing and design for print, broadcast, and digital media. The program introduces students to each of the four emphasis areas during their first year of study. In subsequent years, students may enroll in advanced courses such as digital audio and video

editing, film production and directing, screenwriting, social media strategy, media law and ethics, campaigns for PR and advertising, scriptwriting, and mobile social journalism.

Students pursuing a major or minor within the Department of Media and Communication are afforded valuable experiential learning opportunities through participation in departmental media platforms, including 90.5 KSHU-FM, 90.5.2 El Gato, Cable Channel 7, The Houstonian newspaper, Priority One PR, and Bearkat Sports.

Career Opportunities

There are a variety of career opportunities in the Media and 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 in public relations and advertising agencies, corporate communication programs, and within government, hospitals, and other institutional settings. Graduates can affiliate with nonprofit organizations or transition into sales and other promotional roles. 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 Media and 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 TV & 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 Media and Communication majors and minors must earn a grade of 'C' or better in each MCOM, MCFL, MCJR, MCPA, MCPD, or MCEM course.

- Bachelor of Arts, Double Major in Education and Media and Communication: Journalism (<https://catalog.shsu.edu/undergraduate/colleges-academic-departments/education/school-of-teaching-and-learning/ba-education-and-media-and-communication/>)
- Bachelor of Arts, Major in Media and Communication: Emerging Media and Innovation Concentration (<https://catalog.shsu.edu/undergraduate/colleges-academic-departments/arts-and-media/media-and-communication/ba-media-and-communication-emerging-media-and-innovation/>)
- Bachelor of Arts, Major in Media and Communication: Film Concentration (<https://catalog.shsu.edu/undergraduate/colleges-academic-departments/arts-and-media/media-and-communication/ba-media-and-communication-film/>)
- Bachelor of Arts, Major in Media and Communication: Journalism Concentration (<https://catalog.shsu.edu/undergraduate/colleges-academic-departments/arts-and-media/media-and-communication/ba-media-and-communication-journalism/>)
- Bachelor of Arts, Major in Media and Communication: Media Production and Technology Concentration (<https://catalog.shsu.edu/undergraduate/colleges-academic-departments/arts-and-media/media-and-communication/ba-media-and-communication-media-production-and-technology/>)
- Bachelor of Arts, Major in Media and Communication: Public Relations & Advertising Concentration (<https://catalog.shsu.edu/undergraduate/colleges-academic-departments/arts-and-media/media-and-communication/ba-media-and-communication-public-relations-advertising/>)
- Bachelor of Arts, Major in Media and Communication: Sports Media Concentration ([https://catalog.shsu.edu/undergraduate/colleges-academic-departments/arts-and-media/media-and-communication/sports-media/](https://catalog.shsu.edu/undergraduate/colleges-academic-departments/arts-and-media/media-and-communication/ba-media-and-communication-sports-media/))
- Bachelor of Fine Arts, Major in Film and TV Production (<https://catalog.shsu.edu/undergraduate/colleges-academic-departments/arts-and-media/media-and-communication/bfa-film-and-tv-production/>)
- Minor in Arts and Popular Culture (<https://catalog.shsu.edu/undergraduate/colleges-academic-departments/arts-and-media/arts-and-popular-culture-minor/>)
- Minor in Emerging Media and Innovation (<https://catalog.shsu.edu/undergraduate/colleges-academic-departments/arts-and-media/media-and-communication/emerging-media-and-innovation-minor/>)
- Minor in Film Studies (<https://catalog.shsu.edu/undergraduate/colleges-academic-departments/arts-and-media/media-and-communication/film-studies-minor/>)
- Minor in Mass Communication (<https://catalog.shsu.edu/undergraduate/colleges-academic-departments/arts-and-media/media-and-communication/mass-communication-minor/>)
- Minor in Sports Media (<https://catalog.shsu.edu/undergraduate/colleges-academic-departments/arts-and-media/media-and-communication/sports-media-minor/>)

Student Organizations and Activities

The Department of Media and Communication supports student chapters of the American Advertising Federation (AAF), the National Broadcasting Society (NBS), the Texas Intercollegiate Press Association (TIPA), the Society of Professional Journalists (SPJ), the 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 Media and Communication or visit Media and Communication scholarships (<https://www.shsu.edu/cost-aid/types-of-aid/scholarships/>) online.

Media and Communication (MCOM)

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

Students examine a wide variety of news, media, and digital information. Through class discussions and diverse media experiences, students engage in modern media environments and create healthy media consumption habits. Discussion topics may include mainstream and partisan news media, social media, image and video manipulation, fact checking, search engine manipulation, generative artificial intelligence, and so-called "fake news."

Prerequisite: None.

MCOM 1307. Introduction to Digital Social Media. 3 Hours. [TCCN: COMM 1307]

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.

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]

Students develop communication skills while creating original audio for today's radio and media platforms. Students develop vocal performance and technical skills in recording, mixing, and editing. Students learn to set up and operate microphones and portable recording gear, capture clean voice and music, shape sound with effects, and edit in digital audio software using professional workflows. Students produce broadcast-ready content for KSHU-FM 95.

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]

Students develop core video production skills of camera operation, composition, audio and lighting techniques used in field and studio production. Students plan, shoot, and edit projects while practicing basic preproduction workflows, crew roles, and on-camera performance. Original content produced for the course may 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 15 hours of MCEM or 15 hours of MCFL or 15 hours of MCJR or 15 hours of MCPA or 15 hours of MCPD and faculty approval.

MCOM 3390. Television Genres. 3 Hours.

Students analyze major television programming, including drama, comedy, reality, and emerging hybrid forms, to explore how genres establish viewer expectations, how they evolve in response to historical events, and how streaming platforms have transformed traditional genre boundaries. Through critical viewing and analysis, students will identify what defines television genres.

Prerequisite: MCOM 2366.

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 15 hours of MCFL or 15 hours of MCJR or 15 hours of MCPA or 15 hours of MCPD or 15 hours of MCEM.

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). Course Equivalents: MCOM 4399

Prerequisite: Either 18 hours of MCFL or 18 hours of MCJR or 18 hours of MCPA or 18 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 18 hours of MCFL, or 18 hours of MCPA, or 18 hours of MCPD, or 18 hours of MCJR, or 18 hours of MCEM.

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 18 hours of MCFL, or 18 hours of MCPD, or 18 hours of MCPA, or 18 hours of MCJR, or 18 hours of MCEM.

MCOM 4395. Careers in Film & Media. 3 Hours.

Students explore paths to employment in the film and media industries including building a professional portfolio, creating a social media presence, preparing for and conducting themselves during professional interviews, handling rejection and exploring nontraditional routes to successful careers in film and media industries.

Prerequisite: Junior standing.

MCOM 4398. Professional Internship. 3 Hours.

Students gain hands-on experience working alongside industry professionals in a professional environment. Emphasis is placed on professional behavior, effective communication, and the application of technical skills and knowledge.

Media and Communication: Emerging Media (MCEM)

MCEM 1125. Intro to Emerging Media Tech – AI and XR. 1 Hour.

Students are introduced to generative artificial intelligence, extended reality and other pivotal technologies shaping media landscapes. The course incorporates hands-on experience in AI content creation and usage, virtual character and environment creation to prepare students for a wide range of careers. Credit: 1.

MCEM 2321. Spotting Future Trends in New Media. 3 Hours.

Students practice recognizing emergence of trends, developing skills to analyze their impact on society and predicting new media innovation needed in the rapidly changing digital landscape. The course covers how innovations in new media developed, cases of successful and unsuccessful trend spotting, and ethical considerations of forecasting the future.

MCEM 2323. Introduction to Storytelling with Data. 3 Hours.

Students explore how audiences perceive, interpret and make meaning from media messages that include images, videos and data-driven graphics, with an emphasis on visual storytelling. Using human-centered design frameworks, students evaluate and refine storytelling and visual communication strategies to improve clarity, accessibility and impact of complex or abstract topics.

MCEM 3321. Immersive Media Prod Tools & Content Creation. 3 Hours.

Students engage with tools needed to create immersive content that defines today's new media landscape. The course dives into immersive media technologies such as virtual and augmented reality, exploring the intricacies of 360-degree video production and virtual environment creation. Students receive hands-on experience in 360-video production and virtual world building. Credit: 3.

MCEM 3322. Generative AI Prod Tools & Content Creation. 3 Hours.

Students use generative artificial intelligence (AI) tools and applications in the creation of extended reality (XR) content. The course covers various tools and techniques for generating and manipulating text, images, audio, and other forms of media content. Through hands-on projects and case studies, students use generative AI tools creatively and ethically in media production and storytelling. Credit: 3.

Prerequisite: None.

MCEM 3323. Advanced Storytelling and Data Visualization. 3 Hours.

Students examine real-world case studies, learning how raw data is turned into clear and engaging visuals used to tell stories. The course emphasizes practical applications within interactive media and entertainment environments. Areas including weather, public safety, health, immersive media, eSports, and AI-driven graphics will be discussed. Through hands-on projects, students practice creating media-driven, effective visuals that are easy to understand and make informed decisions.

Prerequisite: MCEM 2323.

MCEM 3324. Immersive Storytelling with 360° Video. 3 Hours.

Students create immersive media with 360° cameras, VR-ready video, and action cameras. Students design, capture, and edit experiences in which viewers can freely explore the scene or inhabit a dynamic point of view, and analyze how these perspectives transform storytelling, blocking, and shot design. Topics may include immersive story structure, 360° camera operation, action camera rigs and stabilization, stitching workflows, spatial audio, and basic interactive or platform-specific elements such as hotspots, simple branching narratives, and short-form social/mobile export.

Prerequisite: MCOM 2371.

MCEM 3325. Emerging Media Effects & Influence. 3 Hours.

Students explore how emerging media influences and affects how people think, feel, and behave. Emphasis is on analyzing real-world examples involving digital platforms, AI-mediated content, extended reality environments, and creator economies. Students apply principles of media effects to evaluate the ethical and psychological implications of emerging media and to design engaging experiences and campaigns for immersive environments.

Prerequisite: MCEM 2321.

MCEM 4321. Adv Storytelling with Motion Graphics & Effects. 3 Hours.

Students apply principles of 3D animation and industry techniques to create and render 3D films and media products such as training videos. Students use post-production editing methods to create a variety of visual effects (VFX). Emphasis is on 3D storytelling.

Prerequisite: MCEM 3321 or MCEM 3322.

MCEM 4322. Ethics in Emerging Media. 3 Hours.

Students develop an ethical foundation necessary for understanding how emerging media, such as virtual and augmented reality, artificial general intelligence, and social media are irrevocably reshaping society. Students explore ethical issues related to producing and consuming emerging media. Using theories of ethics derived from a variety of sources, students enhance their critical reasoning skills by engaging with case studies and scenarios developed from real-world ethical dilemmas. Credit: 3.

Prerequisite: MCEM 3321 or MCEM 3322.

MCEM 4324. Interactive Installations & Experiences. 3 Hours.

Students explore interactive media in physical space, including projection-based installations and sensor-driven environments. Students design small-scale interactive experiences for exhibitions, performances, events, or public spaces and learn how to create, map, and control real-time visuals that respond to people and place. Topics may include experiential and interactive design principles, basic sensing hardware, real-time visual tools, projection mapping, large-display content strategies, camera and lighting considerations, and documentation and critique of installations and performances.

Prerequisite: MCEM 3321.

MCEM 4329. Innovation Incubator. 3 Hours.

Students in this capstone course work together in teams to critically examine and address important challenges in the community, on campus and in society. Using emerging and immersive technology, including multi-faceted generative AI programs, students will design innovative solutions that demonstrate creativity, critical thinking and teamwork. This experiential learning course empowers students to embrace meaningful digital innovation and emerging job readiness skills.

Prerequisite: MCEM 3321 or MCEM 3322 and Instructor Approval.

MCEM 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. Equivalents: MCPD 4351, MCFL 4351, MCOM 4351.

Prerequisite: MCOM 1332 and 12 additional hours of MCPD, or MCFL, or MCJR, or MCOM, or MCPA, or MCEM.

Media and Communication: Film (MCFL)

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 MCOM 2366.

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 lighting. Students will utilize their critical thinking skills in producing various original images. Course Equivalents: MCOM 3352

Prerequisite: MCOM 1332, MCOM 1371, MCOM 2371, and MCOM 2366.

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 MCOM 2366.

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.

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.

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.

MCFL 3357. Seminar in Hispanic Cinemas / Arte de cines hispanohablantes. 3 Hours.

Students explore the art of Spanish-language film and television. Emphasis may be placed on appreciation and critical analysis of film and television programming as an art form. Topics, such as the national cinemas of Mexico, Argentina, Colombia, Spain, to transnational Hispanic directors such as Luis Buñuel, and Alfonso Cuarón, may vary each semester.

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.

Prerequisite: MCOM 1332 and MCPD 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 MCOM 2366.

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 MCOM 2366.

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.

Prerequisite: MCFL 3358.

Media and Communication: Journalism (MCJR)

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 and MCOM 1130.

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: MCJR 3361 and MCJR 3364.

MCJR 3360. Specialized Reporting. 3 Hours.

Students cover study and practice in particular journalistic topics through writing and a variety of multimedia. Emphasis is on developing news suitable for publication. Course Equivalents: MCOM 3360

Prerequisite: MCJR 2362 and MCOM 2371.

MCJR 3361. Broadcast News Reporting. 3 Hours.

Students learn the theory, techniques and practice of broadcast journalism, including traditional, digital and emerging television, radio, video and audio news. 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 .

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 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.

Students prepare for careers in announcing broadcast journalism across television, radio, live streaming video, podcasting and emerging broadcast formats. Emphasis may be placed on voice and movement techniques for television news, broadcast announcing styles, effective interviewing techniques, and specialized announcing at events, such as sports and entertainment venues. Course Equivalents: MCOM 3365 .

MCJR 3366. Photojournalism. 3 Hours.

Students create news and feature photos, sports images, environmental portraits, and photo essays to report for traditional and digital news platforms. Emphasis may be placed on visual storytelling, captioning, and publishing for digital and social media. Fundamental principles of photojournalism such as history, freedom of press, ethics, accuracy, and the power of the image to convey the message are explored. Course Equivalents: MCOM 3366 .

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 and MCOM 2371.

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: MCJR 2362 and MCOM 2371.

MCJR 4361. TV News Producing. 3 Hours.

Students gain advanced, hands-on newsroom experience by producing a regularly scheduled newscast. Students pitch stories, gather and shoot video, write scripts, and edit packages while meeting broadcast deadlines and upholding professional industry production standards. Content may be broadcast on Cable Channel 7. Course Equivalents: MCOM 4361, MCOM 4370 .

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: MCJR 3364 and MCJR 3367.

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.

Prerequisite: MCJR 3361, MCJR 3364, and MCJR 3367 Course Equivalents: MCOM 4366 .

MCJR 4367. Sports Reporting. 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: MCJR 3364.

Media and Communication: Production (MCPD)

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, and a score of 80 or higher on the Grammar Module.

MCPD 3371. New Techniques for Creative Digital Storytelling. 3 Hours.

Students study new and emerging technologies essential for high-quality digital media production and creative storytelling. The course focuses on the technical, creative and ethical use of mobile, spherical and stabilization technology to create high quality media content for professional portfolios.

Prerequisite: MCOM 2371.

MCPD 3373. Multi-Cam Studio Production I. 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.

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

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

MCPD 3375. Scriptwriting. 3 Hours.

This course emphasizes the study of style, format, principles, and techniques of writing for radio, TV, and streaming productions. The process of writing fiction and non-fiction will examine the development of the script from research to marketing. Students will learn techniques for researching, developing and writing a variety of short and long form scripts. Course Equivalents: MCOM 3375

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

MCPD 3376. Audio for Field & Studio Prod. 3 Hours.

Students learn to produce high-quality audio in field and studio environments. Pre-production planning, equipment selection and set-up, troubleshooting and post-production editing will be studied. Equivalents: MCOM 3376, MCFL 3376.

Prerequisite: MCOM 1332.

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, MCOM 2371, and a score of 80 or higher on the Grammar Module.

MCPD 3379. Multi-Cam Field Production I. 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, MCOM 2371.

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: MCPD 3373, MCPD 3379, and either MCPD 4377 or MCPD 4378.

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: MCPD 3374.

MCPD 4375. Corporate Media Production. 3 Hours.

Students create professional branded digital media for internal and external communication. The course examines how organization use video, motion graphics, generative AI, live-event media and large-format displays to engage both employees and clients. Students learn the complete production cycle from working with the client to creation and distribution.

Prerequisite: MCOM 2371.

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: MCOM 1371 and 12 additional hours of MCOM, or MCPD, or MCJR, or MCFL.

MCPD 4377. Multi-Cam Studio Production II. 3 Hours.

Students develop advanced skills and procedures required for producing programming in a studio environment. Through collaboration, students develop practical skills in script preparation, studio setup, crewing, editing and resolving issues during a live production.

MCPD 4378. Multi-Cam Field Production II. 3 Hours.

Students master the technical skills required for multi-camera field productions, including community and campus event programming. Emphasis may be placed on advanced camera operation, proper lighting, audio production and managing the complexities of location, environment and team coordination. Course Equivalents: MCOM 4378 .

MCPD 4379. Directing Multicamera Field Productions. 3 Hours.

Students direct live, multi-camera event productions and gain hand-on experience with the demands of a professional field production. Students manage scripts, schedules, camera crews, integrating graphics, and video playback. As a capstone experience, the course strengthens leadership, communication, and decision-making skills necessary for directing live production programming. Course Equivalents: MCOM 4379 .

Media and Communication: Public Relations & Advertising (MCPA)

MCPA 2382. Strategic Design for Public Relations and Advertising I. 3 Hours. [TCCN: COMM 2330]

Students are introduced to foundational design principles and branding strategies for public relations and advertising, with an emphasis on Adobe Photoshop and InDesign. Students gain essential skills in typography, layout, design, and production techniques while creating a professional portfolio for public relations and advertising. Course Equivalents: MCOM 2382 .

MCPA 3381. Principles Of Public Relations. 3 Hours.

Students examine the principles of public relations by practicing problem-solving processes used to analyze, manage and respond to issues and crises. Throughout the course, students develop crisis management skills, evaluate ethical challenges, and learn strategies for building and maintaining effective workplace relationships. Course Equivalents: MCOM 3381 .

MCPA 3382. Principles of Advertising. 3 Hours.

Students explore the evolving advertising and communication landscape shaped by digital platforms, social media, data analytics and emerging technologies. Student examine how industry trends such as influencers, branded content, globalization, and audience fragmentation are transforming how industries connect with consumers and build brands. The course emphasizes applying modern strategies and approaches to advertising and communication challenges. Course Equivalents: MCOM 3382 .

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, MCOM 1330, MCOM 2371, and MCPA 2382.

MCPA 3388. Sales and Marketing. 3 Hours.

Students examine media marketing, market research, advertising, content promotion, and public relations as tools for building customer relationships and maintaining organizational goodwill through an integrated marketing communication plan. Through applied class assignments and projects, students develop, implement, and evaluate integrated marketing communication strategies for media-related contexts. Emphasis may be placed on audience engagement, data-informed decision-making, contemporary industry trends, ethical practices, and professional standards Course Equivalents: MCOM 3388 .

MCPA 4381. Social Marketing Campaign. 3 Hours.

Students are introduced to the core principles and practical applications of social marketing—a strategic discipline that aims to influence attitudes and behaviors for social good. Students examine real-world social change initiatives, assess their effectiveness, and learn to apply social marketing frameworks that deliver measurable impacts in public health, environmental sustainability, and community well-being.

Prerequisite: MCPA 3381, MCPA 3382, and MCPA 3383 Course Equivalents: MCOM 4381 .

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: MCPA 3383 and 6 additional hours of MCPA.

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: MCPA 3383 and 9 additional hours of MCPA.

MCPA 4384. Strategic Design for Public Relations and Advertising II. 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: MCPA 3381, MCPA 3382, and 6 additional hours of MCPA.

MCPA 4385. Social Media & Branding. 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 communication plan to solve specific communication problems for a particular company or organization. Topics also include key social media terminology, techniques, design plans, and implementation strategies. Course Equivalents: MCOM 4385 .

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

Students apply theory, research and communication strategies to real-world public relations and advertising challenges while building skills in audience analysis, branding, media planning and campaign assessment. Throughout the course, students create and present comprehensive integrated communication plans aligned with industry practices. Course Equivalents: MCOM 4380, MCOM 4390 .

Media and Communication: Sports Media (MCSM)

MCSM 1310. Introduction to Sports Media. 3 Hours.

Students are introduced to a spectrum of skills in sports media, including beat and local sports journalism, investigative and longform sports reporting, live audio and video broadcasting, marketing and promotion for professional teams, strategic communication for sports teams and social media branding for athletes. Discussion of professional ethics, biases and professional obligations is combined with exploration of sports communication in established professional leagues, international sports, esports and digital gaming.

MCSM 2312. Media, Sport and Social Impact. 3 Hours.

Students analyze the intersection of sports and society through media coverage of sports and the evolution of media technology. Part of that analysis includes understanding of the symbiotic relationships between the sports industry and media outlets, sports and audiences, the ways sports impact politics and social change in the U.S. and the impact of emerging sports media. Students learn through case studies and gain a historical understanding of how and why we have the sports media that we do.

Prerequisite: MCSM 1110 and MCOM 1330.

MCSM 3316. Public Relations & Sports. 3 Hours.

Students examine the foundations of public relations in sports through practical instruction, theoretical discussion and case studies. Emphasis is placed on analyzing the role of media relations with journalists from different mediums and platforms, the impact of social media on social media practitioners in sports, the unique publics in sports, and the fundamentals of risk and crisis communication.

Prerequisite: MCOM 1307 and MCSM 2312.

MCSM 3317. Sports Announcing & Commentary. 3 Hours.

Students develop skills needed to serve in the roles of play-by-play announcing and sports commentary for radio, TV and digital platforms, including how to properly prepare for a game, how to resolve technical issues, and how to conduct interviews. Emphasis will be placed on articulation, pronunciation and enunciation.

Prerequisite: MCOM 1332, MCOM 1371 and MCOM 2371.

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