

MASS COMMUNICATION

TECHNICAL AND TRANSFER **Student Curriculum Guide**

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The Mass Communication program educates and trains students to become proficient in the field of electronic media. Students in this program will learn many aspects of the use of technological media in mass communication. The curriculum provides a background of the mass communication profession and an understanding of the importance and responsibility of providing accurate information. Specific courses will cover ethical writing skills, news photography, print publication, Web publication and video production.

With a changing society continually in need of information, careers offered in the communications field are many and varied. Graduates will find employment in a wide variety of agencies and businesses, such as state government, power companies, broadcast media outlets, and other businesses and industries. They may work as print or online writers and editors, news reporters and correspondents, camera operators, radio and television broadcasters, or public relations specialists.

Completion of the program leads to an Associate in Applied Science degree and allows students to study the fundamentals of the field. This program is not specifically designed for transfer, but with careful selection of elective courses, students could complete an Associate in Arts degree along with the AAS degree. Graduates would then be prepared to make smooth transitions to four-year schools. The AAS degree offers flexibility to students by training them for immediate employment.

Career Possibilities: Print or Broadcast Reporter, Videographer, Audio and Video Equipment Technician, Public Relations Specialist, Web Reporter, Designer or Developer.

SUGGESTED CURRICULUM FOR ASSOCIATE IN APPLIED SCIENCE:

GENERAL EDUCATION REQUIREMENTS

CREDITS

College Composition I (ENGL 110).....	3
Fundamentals of Public Speaking (COMM 110)	3
College Algebra (MATH 103)	4
Introduction to Computers (CSCI 101).....	3
Introduction to Sociology (SOC 110)	3
Total credits.....	16

*ELECTIVE REQUIREMENTS.....22

****PROGRAM REQUIREMENTS**

Understanding Media and Social Change (COMM 112).....	3
Introduction to Media Writing (COMM 200).....	3
Interpretive and Opinion Writing (COMM 201)	3
Introduction to News Photography (COMM 240).....	2
Advanced News Photography (COMM 242)	2
Reporting and Feature Writing (COMM 244)	3
Basic TV and Video (COMM 270 repeatable)	3-6
Reporting and Editing (COMM 281 repeatable)	2-4
Total credits.....	22

***SUGGESTED ELECTIVES**

Desktop Publishing (CIS 110)	3
Advanced Desktop Publishing (CIS210)	3
Graphics Design (CIS 232).....	3
Creating Web Pages (CIS 180)	3
Electronic Publishing (CIS 230)	3
Oral Interpretation (COMM 211)	3
Interpersonal /Communications (COMM 212).....	3
Persuasive Speaking (COMM 214)	3
Voice and Diction (COMM 222)	3
Advertising I (BADM 210).....	3
Literary Publications (ENGL 213).....	3
English Usage I and II (ENGL 205 and 206).....	2/2
Student Government (POLS 195).....	1-3

**For course descriptions of COMM courses, refer to Journalism and Speech Communication in the course description section.

MASS COMMUNICATIONS

COMM 112	Understanding Media and Social Change	F&S	3 credits
Students in this course explore the purpose, function and impact of media on society.			
COMM 200	Introduction to Media Writing	Fall	3 credits
This course is an introduction to writing in the styles and forms required in journalism, broadcast, online media, public relations and advertising. Students gather, organize, and write news stories using Associated Press style and learn about the media process through the applied process of publication.			
COMM 201	Interpretive and Opinion Writing	F&S	3 credits
Students are introduced to writing in-depth interpretive stories and editorials with practice in publication.			
COMM 240	Introduction to News Photography	F&S	3 credits
Basic principles of the digital photographic process are explored. Major areas covered are equipment selection and handling, light, composition, exposure, and accessories such as filters and proper flash techniques. Good picture taking methods are explained including image transfer, digital file types, and basic Photoshop tools.			
COMM 242	Advanced News Photography	F&S	3 credits
This course is further exploration of photography in all phases of news and general use. Equipment selection and handling, exposure, and accessories are further explained. Students will be required to shoot assignments for the school paper and yearbook. Prerequisite: COMM 240 or consent of instructor.			
COMM 244	Reporting and Feature Writing	Spring	3 credits
In this course students discuss current practices, problems and ethics of news reporting. Students are introduced to the differences between hard news and soft news with continued practice in gathering, organizing and writing stories using Associated Press style as well as continued practice in the process of publication. Prerequisite: COMM 200 or consent of instructor.			
COMM 270	Basic TV and Video	F&S	3 credits
This course teaches the principles of video production. Students learn basic picture and sound generation, recording, editing and scripting and the fundamentals of lighting and equipment setup. Repeatable.			
COMM 281	Reporting and Editing	F&S	1 credit
Students in this laboratory course become staff members of the campus newspaper the <i>Mystician</i> . Options for involvement include editors, writers, photographers, graphic design artists and advertising personnel. Repeatable.			
COMM 282	Yearbook Editing	F&S	1 credit
Students in this laboratory course are members of the yearbook staff, who develop, design and create the yearly publication of the <i>Prairie Mystic</i> . Repeatable.			
COMM 294	Independent Study	BD	1-3 credits
Students may opt for independent or directed study of special topics in journalism. This form of study requires approval of the department chair.			
COMM 299	Special Topics in Journalism	BD	1-3 credits
This course offers an examination of special topics in journalism. Repeatable to six semester hours.			
COMM 195-295	Service Learning	BD	1-3 credits
Service learning may be accomplished by one of three methods: joining a club that has a public service component, doing volunteer work at a non-profit organization, or taking a course that links public service with its curriculum. Repeatable to six semester hours.			
COMM 197-297	Cooperative Education/Internship	F&S SM	1-3 credits
Employer, adviser and student arrange work hours. Progress is checked by oral and written reports from the employer. Periodic student-adviser conferences are required to discuss progress or problems. Students are required to submit an accounting of their experiences to their instructor. All co-op experiences are based on a satisfactory/unsatisfactory basis. Approval of the department chair is required. Repeatable to six semester hours.			
ENGL 213	Literary Publications	Spring	3 credits
Theory and practice in all aspects of the process of producing a literary magazine. Students will solicit, screen, select and edit manuscripts and visual arts pieces for publication. They will develop and design the journal for printing and production. The final step will be public presentation of the journal to the campus and community.			