

MASS COMMUNICATIONS

Chair: William H. Phillips

Kathleen Hinnen
Sara Oswald

George Johnson
Doug Spero

The Department of Mass Communications combines into a single liberal arts program concentrations in Television Broadcasting, Print Journalism, and Public Relations.

Students who elect to participate in this program will choose academic courses in the specific concentration selected—Broadcasting, Journalism, or Public Relations — as well as the opportunity to become involved with WNCP-TV, the University's public affairs television station, or *The Pine Needle*, the campus newspaper.

All students enrolled in the Mass Communications program take 18 hours of core major courses, including Writing for the Media, Mass Communications Research, Law and Ethics of Public Communications, and Introduction to Mass Communications. All Mass Communications majors also are expected to write a senior thesis and complete an internship in their concentration.

BACHELOR OF SCIENCE IN MASS COMMUNICATIONS

| Requirements for a Bachelor of Science Degree in Mass Communications: (Broadcasting, Journalism, Public Relations) | Sem. Hrs. |
|---|------------|
| Freshman Seminar | 1 |
| General Education Program | 44 |
| Core Major Courses: MCM 210, 240, 405, 413, 436, 455 | 18 |
| Courses required for Concentration* | 15 |
| Electives | 42 |
| Total: | 120 |

*Concentrations in Broadcasting, Journalism, and Public Relations

For each concentration, five courses in the appropriate area are required. Consult the department chair for specific information about program requirements.

MINORS

Requirements for a Minor in Journalism

6 hours from: MCM 240, JRN 305, 317, 350, 390

9 additional hours from the following:

JRN 306, 340, 400; MCM 210; PRE 209, 214;

ENG 211, 212, 242, 243, 244 (1 credit each); ENG 277, 370

Total: 18

Requirements for a Minor in Public Relations Communication

Choose 18 hours, at least 6 at 300-400 level: MCM 210, 240; PRE 209, 214, 350, 407, 409; JRN 305; BRD 316; SPE 100 or 101

Total: 18

COURSES

MASS COMMUNICATIONS (MCM)

MCM 210. Introduction to Mass Communications

Examination of channels used to communicate with mass audiences in the United States, with emphasis on changes in newspaper, network radio, network television, and magazines since 1920. Fall, Summer. Credit, 3 semester hours

MCM 240. Writing for the Media

An introduction to journalistic writing with emphasis on both the inverted pyramid and feature styles of writing for all students majoring in Broadcasting, Journalism, and Public Relations. Fall. Credit, 3 semester hours.

MCM 380. Media Integration (ART 380, MUS 380)

Media Integration is a cooperative, cross-listed course taught by the faculty from the Art, Music, and Mass Communications Departments. The purpose of this course is to offer an interdisciplinary, team-taught curriculum that integrates digital video, audio, animation, and graphics in a student-centered studio environment. As announced. Credit, 3 semester hours. PREREQ: Portfolio review.

MCM 405. Law and Ethics in Public Communication

Legal and ethical considerations as they apply to the daily work of media practitioners. Emphasis on codes of ethics, professional codes, and state, federal, and local law. Spring. Credit, 3 semester hours.

MCM 413. Internship in Mass Communications

Practical application of the principles of broadcasting, journalism, and public relations in the workplace. Interns will work in broadcasting stations, newspapers, public relations offices, and related sites under the supervision of experienced professionals. Interns will write papers evaluating their experiences as they relate to MCM courses. PREREQ: Consent of instructor. May not be taken by non-MCM majors. Fall, Spring, Summer. Credit, 3 semester hours.

MCM 414. Internship in Mass Communications

A second internship which MCM majors may take as an elective. It is not part of the Core Course requirement. Same requirements and prerequisites as MCM 413. Fall, Spring, Summer. Credit, 3 semester hours.

MCM 436. Mass Communications Research: Tactics and Strategies

Examination of the critical role of information gathering and reporting in the field of mass communications. Emphasis on information acquisition, ethical information utilization, and preparing a major paper on a selected topic. Fall. Credit, 3 sem. hours.

MCM 455. Senior Thesis

An independent study project culminating the student's sequence of studies with a substantive research project resulting in a major paper or comparable original work. The project is designed by the student and his/her research director. Fall, Spring, Summer. Credit, 3 semester hours.

MCM 466. Media and Culture

An assessment and examination of the current status of mass media and their impact on contemporary American culture and society. Fall. Credit, 3 semester hours.

BROADCASTING (BRD)**BRD 161, 162, 261, 262, 361, 362, 461, 462. Television News Show Production**

A vehicle for students to learn the various tasks involved in producing a "live" television news program, *Carolina News Today*. Reporting, anchoring, directing, editing, videography, and other activities will be offered. Pass/Fail grading. Fall, Spring. Credit, 1 semester hour each.

BRD 171, 172, 271, 272, 371, 372, 471, 472. Webcasting

A vehicle for students to learn the various tasks involved in producing a "live" webcast of campus events. Basketball games and other events will be webcast. Pass/Fail grading. Fall, Spring. Credit, 1 semester hour each.

BRD 312. Broadcasting Programming

The history, development, and impact of broadcast programming. Attention is paid to program creation, survival, and audience attitudes/ratings. Analysis of current programming is included. Overview of basic programming development at both local and network levels. Both television and radio programming formats included. Spring. Credit, 3 semester hours. PREREQ: MCM 210 or consent of instructor.

BRD 313. Broadcast Copywriting

Theory and technique of writing broadcast scripts, to include scripts of dramas, interviews, documentaries, and advertisements or promotions. Will include both study and practical application of techniques discussed. Script formats for radio and television included. Fall. Credit, 3 semester hours. PREREQ: BRD 316 or permission of instructor.

BRD 314. Broadcast Journalism

The theory and practice of broadcast news, to include covering local and national news and public affairs for radio and televisions. Emphasis will be on gathering and production for broadcast news. Writing for broadcast sports and weather will also be covered. Spring. Credit, 3 semester hours. PREREQ: CMA 210.

BRD 316. Television Production

Basic theory and practice of studio operations in television, with a laboratory experience in the use of microphones, cameras, recorders, switchers, editing systems, and related equipment. 3 hours lecture, 3 hours lab. Fall, Spring. Credit, 3 semester hours. PREREQ: MCM 210.

BRD 402. Computer Animation and Graphics

Introduction to character generation, digital paint, and 3D animation. Theory of animation and graphics applicable to television and multimedia systems. Each student produces a video containing animation and graphics using various digital content creation tools. Fall. Credit, 3 semester hours.

BRD 408. Broadcast Management and Law

Study of the social, economic, and legal responsibilities of management in the broadcasting station. Attention will be given to the managerial function of the broadcasting executive. The socio-political control of broadcasting to include local, state, and federal regulation of the industry. Emphasis will be placed on the unique place of broadcasting among the media in terms of regulation. Fall. Credit, 3 semester hours.

BRD 416. Broadcast Advertising and Sales

Production of successful broadcast advertising campaigns. Emphasis on creative, practical solutions to problems in broadcast advertising. Fall. Credit, 3 semester hours.

BRD 419. Advanced Television Production

An advanced study and practice of television with studio experience in solving the problems of production, design, direction, and performance. 3 hours lecture, 3 hours lab. Fall, Spring. Credit, 3 semester hours, PREREQ: BRD 316

BRD 420. Advanced Broadcast Journalism

Emphasizes integration of television news and television studio production, plus localizing national and international news and reworking public relations material for TV newscasts. Content of program will continue to promote understanding of Native American and African American culture in the Pembroke area. Fall. Credit, 3 semester hours.

JOURNALISM (JRN)**JRN 182, 183, 184, 282, 283, 284. Yearbook Production**

Experience in the details of producing an extended feature publication through work on the UNC Pembroke yearbook, the *Indianhead*. Activities will include theme development, layout design, feature writing, photography selection/cropping, entering/editing copy at the computer, art work, and general production work. Pass/Fail grading. Fall, Spring. Credit, 1 semester hour each.

JRN 191, 192, 291, 292, 391, 392, 491, 492. Student Newspaper Production

Experience in producing a student newspaper, *The Pine Needle*. Reporting, news and feature writing, editing, layout, photography, typesetting, circulation, and other activities will be offered. Pass/Fail grading. Fall, Spring. Credit, 1 semester hour each.

JRN 305. Feature Writing

The writing of articles in-depth for newspapers and magazines. A practical course that ranges widely in terms of possible prose writing experience. Spring. Credit, 3 semester hours.

JRN 306. News Editing/Typography

Duties of the newspaper copy editor, editing techniques, headline and cutline writing, cropping of photography, use of headline schedules, stylebooks and directories. Trends in the design of newspaper pages. Fall. Credit, 3 semester hours.

JRN 309. Editorial Writing

The study and analysis of editorial writing in major newspapers with special emphasis on principles and practices. Students will actually write editorials for publication. Fall. Credit, 3 semester hours.

JRN 317. History of American Journalism

A consideration of the inventions, events, and people shaping and influencing journalism in this country. The course will include topics ranging from the invention of the printing press to present-day journalistic practices and personalities. Spring. Credit, 3 semester hours.

JRN 340. Newswriting and Reporting II

Designed to familiarize the student with the total range of reporting possibilities. Each term a field of specialization will be chosen for emphasis. Also introduces copy-reading and news editing. Spring. Credit, 3 semester hours. PREREQ: MCM 240 or permission of instructor.

JRN 400. Sports Reporting

A consideration of contemporary sports reporting, including trends and philosophies of sports reporting; writing for major and minor sports; interviewing; features; columns; and legal aspects of sports reporting. Spring. Credit, 3 semester hours.

PUBLIC RELATIONS (PRE)**PRE 209. Public Relations**

An introduction to public relations as a part of mass communications, with emphasis on the publicity process, especially writing for newspapers and broadcasting stations. Spring. Credit, 3 semester hours.

PRE 214. Photography for Public Relations

Still photography in mass communications, especially public relations. Still photo techniques. How the public relations professional can work with professional photographers or take his/her own pictures, especially for company publications. The slide-sound show. A simple still camera and film processing are required. Spring. Credit, 3 semester hours.

PRE 324. Print Advertising

Newspaper and magazine advertising, with emphasis on public relations advertising and public service advertising. Role of the marketing plan in developing public relations and advertising campaigns. Increasing use of public relations and advertising in promotional campaigns. Spring. Credit, 3 semester hours.

PRE 345. Computer-Assisted Editing and Publication Design

Using computers to edit publications copy and to design newsletters, brochures, pamphlets, and similar printed material. Spring. Credit, 3 semester hours. PREREQ: Consent of instructor.

PRE 350. Organizational Communications

Communication between an organization and its internal publics, especially employees, students and clients. Emphasis is on developing effective company publications, especially newsletters. Writing news and features for publications. Traditional and computer design of publications. Fall. Credit, 3 semester hours.

PRE 407. Public Relations Media

Major forms of public relations writing: news and feature releases, replies to complaint letters, public service announcements, documentaries, and copy for video news releases. Inverted and magazine forms of news writing. Annual reports. Fall. Credit, 3 semester hours. PREREQ: PRE 209, MCM 240.

PRE 409. Advanced Public Relations

Specialized public relations programs, including press relations, community affairs, investor relations, and legislative relations. Planning and evaluating public relations programs. Writing speeches. Credit, 3 semester hours. PREREQ: PRE 209, 407.