

## MASS COMMUNICATIONS

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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
<b>Total:</b>	<b>120</b>

#### \*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

12 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**

### CO-OFFERED ELECTIVE TRACK

#### Media Integration

An interdisciplinary series of courses in the visual and musical arts.

Choose from MCM 380, 458, 480

### 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.

**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. PREREQ: MCM 210, 240. 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. PREREQ: MCM 210, 240. 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 458. Media Integration Production (ART 458, MUS 458)**

This course is an opportunity for further interdisciplinary study in MI. Projects and assignments emphasize the production of digital content for multimedia projects. Products will be from the areas of still digital image-making, digital photography, computer-based printing, digital audio recording and editing, MIDI (Musical Instrument Digital Interface), digital animation, and digital videography and editing. Students will have intensive hands-on experience in each area, resulting in an understanding of the techniques and concepts involved in the design and implementation of multimedia projects. Both individual and group assignments can be expected. Credit, 3 semester hours. PREREQ: ART/MCM/MUS 380

**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.

**MCM 480. Projects in Media Integration (ART 480, MUS 480)**

This course is an opportunity for advanced interdisciplinary study in MI. Assignments emphasize the design and integration of digital content for multimedia projects. Students will propose and prototype a project and participate in the team development of a final project. Students will also be assigned roles in the creative decision-making and work involved in proposals under development and/or consideration in the UNCP Media Integration Project. Students' products will be expected to relate to the three

essential aspects of the University mission—teaching, research, and service—and have the potential to serve as professional examples for student portfolios. Credit, 3 semester hours. PREREQ: ART/MCM/MUS 458

### **MCM 499. Independent Study in Mass Communications**

Individual study directed by consenting instructor. Advanced study topic, research project, or creative project chosen to meet individual student needs. May be repeated for a maximum of six credit hours. PREREQ: 2.0 QPA and permission of instructor and department head. Credit, 3 semester hours.

### **MCMS 4xx. Special Topics in Mass Communications**

Contemporary and advanced subject matter in the field. Topics to be announced. May be repeated to a maximum of 6 hours provided no topic is repeated. PREREQ: MCM 210, 240.

## **BROADCASTING (BRD)**

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

A laboratory for students to learn and demonstrate skills in producing a live television news program. Student obligations vary, from writing/reporting, directing, editing, camera, audio, and other activities. 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 260. Basic Videography**

This course provides a foundation in single-camera field production and editing in traditional or new media formats. Fundamental aesthetics, technology, and techniques for camera, lighting, sound, and editing will be emphasized, and students will be introduced to preproduction planning, including storyboards and scripts. Fall, Spring. Credit, 3 semester hours.

### **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: MCM 240.

### **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: MCM 240.

### **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. PREREQ: MCM 240.

**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. PREREQ: MCM 240.

**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. PREREQ: MCM 240.

**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. Study of the behavior of people and their relationships in organizations and how that behavior can be understood, anticipated, coped with, and improved. 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, copy for video news releases, inverted and magazine forms of news writing, annual reports, and newsletters. 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. Emphasis on analyzing and presenting public relations case studies and problems. Credit, 3 semester hours. PREREQ: PRE 209, 407.