

MASS COMMUNICATION

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

Students will choose academic courses in the specific track selected—Broadcasting, Journalism, or Public Relations—and enjoy opportunities 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 Communication program take 15 hours of core major courses, including an internship in their track.

BACHELOR OF SCIENCE IN Mass Communication

Requirements for a Bachelor of Science Degree in Mass Communication (Broadcasting, Journalism, Public Relations)	Sem. Hrs.
Freshman Seminar	1
General Education Program	44
Core Major Courses: MCM 210, 240, 405, 413, 436	15
Courses required for Track*	18-21
Electives	39-42
	Total: 120
*Broadcasting Track	
BRD 160, 161, 162, 261, 260, 360, 460, 315, 313 or 314	
	Total: 21
*Journalism Track	
JRN 260, 305, 306, 309, 317, 340, 460	
	Total: 21
*Public Relations Track	
PRE 220, 260, 350, 407, 409, 460	
	Total: 18

MINORS

Requirements for a Minor in Broadcasting	
Required Courses: MCM *210, *240; BRD 160, 161, 162, 260, 315	17
Elective: 3 additional hours from the following:	
SPE 102; PRE 220, 320; JRN 305; BRD 280, 314	3
	Total: 20
Requirements for a Minor in Journalism	
Required Courses: MCM *210, *240; JRN 260, 306, 340	15
Elective: 3 additional hours from the following:	
JRN 305, 309, 317, 320, 325, 405, 410, 420, 460	3
	Total: 18
Requirements for a Minor in Public Relations Communication	
Required Courses: MCM *210, *240; PRE 220, 260, 407	15
Elective: 3 additional hours from the following:	
PRE 270, 320, 345, 350, 409, 415, 420, 460	3
	Total: 18

*MCM majors must take an additional 6 hours of BRD, JRN, or PRE courses, depending upon the minor, to compensate for MCM 210 and 240 already applied to their major.

Requirements for a Minor in Media Integration Studies

Required Courses: ART 202, BRD 380, 458, 480	12
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Electives: 6 additional hours (2 courses) from the following:	
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PHI 102, SOC 220, ENG 290, MCM *210, ART 250, BRD 280,	6
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MUS 358	
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Total: 18

*MCM majors must take an additional 3 hours of BRD, JRN, or PRE to compensate for MCM 210 already applied to their major.

COURSES**Mass Communication (MCM)****MCM 210. Introduction to Mass Communication**

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. 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. Credit, 3 semester hours. PREREQ: ENG 105.

MCM 360. Media and Society

An examination of how communication media operate as industries, makers of meaning, and shapers of our public world. Although the course focuses on the United States, attention is given to globalization of media institutions, texts, and audiences. Credit, 3 semester hours.

MCM 366. Media and Culture

Critical, philosophic inquiry into the influence of media technologies and economies on popular culture, and vice versa, using grand theories and theoretical perspectives of the modern (and post-modern) era. Students will consider what thinkers such as Marx, Freud, and McLuhan said, or would have said, about music, dance, fashion, film, broadcasting, journalism, and other arts. Credit, 3 semester hours. PREREQ: ENG 106 plus one of the following: PHI 100, PHI 423, MCM 210, MCM 360.

MCM 370. Media and Politics

This introductory course explores the increasing interaction between makers of domestic and foreign policy and global news media, especially newspapers, television, magazines, radio and the internet. Their symbiotic relationships are analyzed through case studies. Credit, 3 semester hours.

MCM 405. Media Law and Ethics

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. Credit, 3 semester hours. PREREQ: MCM 210, 240.

MCM 413. Internship in Mass Communication

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. Credit, 3 semester hours. PREREQ: Consent of instructor. May not be taken by non-MCM majors.

MCM 414. Internship in Mass Communication

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. Credit, 3 semester hours.

MCM 436. Mass Communication Theory and Research

Examination of the critical role of information gathering and reporting in the field of Mass Communication. Emphasis on information acquisition, ethical information utilization, and preparing a major paper on a selected topic. PREREQ: MCM 210, 240. Credit, 3 sem. hours.

MCM 455. Senior Thesis

A self-directed research project that is conceived, designed, and executed by the student and mentored by a faculty member, resulting in a substantive, completed, original work that is publication- or presentation-ready. Credit, 3 semester hours. PREREQ: 3.0 QPA, senior standing, MCM 436, and permission of department chair.

MCM 499. Independent Study in Mass Communication

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 Communication

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 160. Television Production**

Basic theory and practice of studio operations in television, with a laboratory experience in the use of microphones, cameras, switchers, and related equipment. Credit, 3 semester hours.

BRD 161, 162, 261, 262, 361, 362, 461, 462. Broadcast Practicum

A vehicle for students to learn broadcasting or webcasting operations while participating in the department's campus/community productions and earning progressively responsible positions in videography, reporting, directing, producing, audio, on-air presentation, etc. Pass/Fail grading. Credit, 1 semester hour each.

BRD 260. Basic Videography and Editing

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. Credit, 3 semester hours. PREREQ: BRD 160.

BRD 280. Computer Animation

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

BRD 313. Broadcast Copywriting

Theory and technique of writing broadcast scripts, especially commercials and some narrative forms. Will include both study and practical application of techniques discussed. Script formats for radio and television included. 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. Credit, 3 semester hours. PREREQ: MCM 240, BRD 260.

BRD 315. Broadcast Programming and Management

Fiscal and administrative responsibilities in broadcast operations, including contemporary strategies in TV and radio programming, audience measurement, sales, labor, and promotions. Credit, 3 semester hours. PREREQ: BRD 160 and MCM 210.

BRD 360. Advanced Videography and Editing

Advanced instruction in the art and science of digital videography and postproduction, using professional-grade video cameras and nonlinear editing systems. Students will produce video projects and may participate in WNCP broadcast or webcast activities. Credit, 3 sem. hrs. PREREQ: BRD 260.

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

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. 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. Credit, 3 semester hours. PREREQ: PRE 270 or BRD 313.

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. Credit, 3 semester hours. PREREQ: BRD 314.

BRD 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/BRD/MUS 380.

BRD 460. 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. Credit, 3 semester hours, PREREQ: BRD 360.

BRD 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/BRD/MUS 458.

JOURNALISM (JRN)**JRN 161, 162, 261, 262, 361, 362, 461, 462. 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. Credit, 1 semester hour each.

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. Credit, 1 semester hour each.

JRN 260. News Writing and Reporting (PRE 260)

Study of news story elements, writing of leads, organization and writing of various types of news stories. Experience in news gathering, interviewing and writing news for print media. Credit, 3 semester hours. PREREQ: MCM 240.

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. Credit, 3 semester hours. PREREQ: MCM 240.

JRN 306. News Editing

Duties of the newspaper copy editor, editing techniques, headline and outline writing, cropping of photography, use of headline schedules, stylebooks and directories. Trends in the design of newspaper pages. Credit, 3 semester hours. PREREQ: JRN 260.

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. Credit, 3 semester hours. PREREQ: JRN 260.

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. Credit, 3 semester hours. PREREQ: MCM 210 or consent of instructor.

JRN 320. Photojournalism (PRE 320)

Basic visual and technical aspects of photojournalism. Photographic coverage of news, sports, features, events, and other newspaper, magazine, and public relations subjects. The picture story, picture editing, the social documentary tradition in journalism. Credit, 3 sem. hrs. PREREQ: MCM 240.

JRN 325. Sports Journalism

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. Credit, 3 semester hours. PREREQ: JRN 260.

JRN 340. Advanced Newswriting and Reporting

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. Credit, 3 semester hours. PREREQ: JRN 260.

JRN 405. Magazine Writing and Editing

Instruction and practice in planning, writing, and editing copy for magazines. Credit, 3 semester hours. PREREQ: JRN 260 and JRN 305.

JRN 410. Online Journalism

Practice reporting, writing, and producing stories for online media. Hard news and features, modular story structure, linking strategies, use of verifiable and reliable online resources for journalistic research. Credit, 3 semester hours. PREREQ: JRN 305 or JRN 340.

JRN 420. Science Journalism

Reporting and writing about science for newspapers and magazines; interviewing, features, series, columns. Credit, 3 semester hours. PREREQ: JRN 305 or JRN 260.

JRN 460. Investigative Journalism

Practical experience in researching and writing nonfiction articles suitable for publication, using forms, styles, and subject matter appropriate for the tradition known as investigative journalism. Credit, 3 semester hours. PREREQ: JRN 340 and MCM 436.

PUBLIC RELATIONS (PRE)**PRE 220. Public Relations**

An introduction to public relations as a part of Mass Communication, with emphasis on the publicity process, especially writing for newspapers and broadcasting stations. Credit, 3 semester hours. PREREQ: MCM 210.

PRE 260. News Writing and Reporting (JRN 260)

Study of news story elements, writing of leads, organization and writing of various types of news stories. Experience in news gathering, interviewing and writing news for print media. Credit, 3 semester hours. PREREQ: MCM 240.

PRE 270. Introduction to Advertising

An introduction to the nature and function of advertising, including advertising in newspapers, magazines, radio, television, and other mass media. The relationships among media, messages, and audiences are examined from a mass communication perspective. Credit, 3 semester hours. PREREQ: MCM 210.

PRE 320. Photojournalism (JRN 320)

Basic visual and technical aspects of photojournalism. Photographic coverage of news, sports, features, events, and other newspaper, magazine, and public relations subjects. The picture story, picture editing, the social documentary tradition in journalism. Credit, 3 semester hours. PREREQ: MCM 240.

PRE 345. Computer-Assisted Editing and Publication Design

Using computers to edit publications copy and to design newsletters, brochures, pamphlets, and similar printed material. Credit, 3 semester hours.

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. Credit, 3 sem. hrs. PREREQ: PRE 220.

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. Credit, 3 semester hours. PREREQ: PRE 220, 260.

PRE 409. Public Relations Case Studies

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 220, 350.

PRE 415. Advertising Media

The practice of advertising creation, including strategy, media planning, and execution of advertisements for all forms of mass media. Credit, 3 semester hours. PREREQ: PRE 270.

PRE 420. Crisis Communication

In-depth study of the development of strategies and their implementations during public relations crises. Credit, 3 semester hours. PREREQ: PRE 407.

PRE 460. Public Relations Campaigns

Senior capstone course building on concepts and skills from earlier coursework. Students use formal and informal research methods to develop a strategic plan, including evaluation strategies, for a "client." Credit, 3 semester hours. PREREQ: PRE 407, 409 and MCM 436.