

MASS COMMUNICATION

Chair: Jason Hutchens

Faculty: Emilia Bak, Judith Curtis, Terence Dollard, George Harrison, Jamie Litty, Sara Oswald

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 2100, 2400, 4050, 4130, 4360	15
Courses required for Track*	18-24
Electives	36-42
	Total: 120
*Broadcasting Track	
BRD 1600, 1610, 1620, 2610 and 2600; 3130, 3140, or 3170; 3150 or MCM 2500; 3600, 3700, or 4200; 4600	
	Total: 21
*Journalism Track	
JRN 3010, 3050, 3060, 3170, 3200, 3400, 4100, 4600	
	Total: 24
*Public Relations Track	
PRE 2200, 3500, 4070, 4090, 4200, 4600	
	Total: 18
MINORS	
Requirements for a Minor in Broadcasting	
Required Courses: MCM *2100, *2400; BRD 1600, 1610, 1620, 2600; 3150 or MCM 2500	17
Elective: 3 additional hours from the following: BRD 3130, 3140, 4200; MUS 3580	3
	Total: 20
Requirements for a Minor in Journalism	
Required Courses: MCM *2100, *2400; JRN 3010, 3060, 3400	15
Elective: 3 additional hours from the following: JRN 3050, 3090, 3170, 3200, 3250, 4100, 4200, 4600; MCM 3100	3
	Total: 18
Requirements for a Minor in Public Relations Communication	
Required Courses: MCM *2100, *2400; PRE 2200, 4070, 4200	15
Elective: 3 additional hours from the following: PRE 2700, JRN 3010, 3200, PRE 3450, 3500, 4090, 4150, 4600	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 2100 and 2400 already applied to their major.	

COURSES

MASS COMMUNICATION (MCM)

MCM 2100. Introduction to Mass Communication (3 credits)

Examination of channels used to communicate with mass audiences in the United States, with emphasis on developments in books, newspapers, magazines, film, radio, television, and the World Wide Web. Includes news, advertising, public relations, New Media, and global communications concepts and the social, cultural, political, and economic impacts of media on society. Controls on media will be described, and media theories will be explored.

MCM 2400. Writing for the Media (3 credits)

An introduction to mass media writing formats, styles, and conventions for print journalism, broadcasting, and public relations. The basic formats, techniques, and professional principles needed to develop skills in writing news stories, press releases, broadcast, advertising, and Web copy. PREREQ: ENG 1050.

MCM 2500. Film Appreciation (3 credits)

A holistic examination of feature films and their impact on culture and society. While emphasis is given to the American film experience, global perspectives will also be examined. Course foundations begin with the evolution of film and the historical development of the discursive techniques used to convey meaning to audiences. Topics regarding the aesthetics of films (mise en scene, kinetics, narrative, etc.) and examination of film as a commercial industry will follow.

MCM 3000. World Media (3 credits)

This course compares mass media systems in select countries or regions to reveal differences and similarities in purpose, economy, regulation, and reception by their national and international audiences. Theories of media and society, including normative theories of media, are related to the diverse cultural traditions and political regimes in which mass communication occurs around the world. PREREQ: MCM 2100 or GGY/WLS 2000 or PLS/WLS 2510

MCM 3100. New Media of Mass Communication (3 credits)

An introduction to the emerging media of mass communication that employ online and social media technologies, including best practices and theoretical perspectives as they are used in the operations of converged media industries, including news and entertainment environments. The course introduces systems such as blogging and micro-blogging, social networking, image and video sharing, collaborative wikis, digital storytelling, virtual reality worlds, and others along with the concepts of citizen journalism, rich media, and other contemporary topics. The course also investigates ethics and diversity issues surrounding the technologies and their social, cultural, and political impact.

MCM 3600. Media and Society (3 credits)

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.

MCM 3660. Media and Culture (3 credits)

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 postmodern) 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. PREREQ: ENG 1060 plus one of the following: PHI 1000, PHI 4230, MCM 2100, MCM 3600.

MCM 3700. Media and Politics (3 credits)

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.

MCM 4050. Media Law and Ethics (3 credits)

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 2100, 2400; Junior or Senior status.

MCM 4130. Internship in Mass Communication (3 credits)

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.

MCM 4140. Internship in Mass Communication (3 credits)

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 4130.

MCM 4360. Mass Communication Theory and Research (3 credits)

A review of social scientific theories of mass communication and an exploration of research methods used in our academic discipline and our professions. Attention is paid to the differences between quantitative and qualitative methods, the differences between basic and applied research, and research ethics. PREREQ: MCM 2100, 2400.

MCM 4550. Senior Thesis (3 credits)

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. PREREQ: 3.0 QPA, senior standing, MCM 4360, and permission of department chair.

MCM 4990. Independent Study in Mass Communication (3 credits)

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.

MCMS 4xxx. Special Topics in Mass Communication (3 credits)

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 2100, 2400.

BROADCASTING (BRD)

BRD 1600. Television Production (3 credits)

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

BRD 1610, 1620, 2610, 2620, 3610, 3620, 4610, 4620. Broadcast Practicum (1 credit each)

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.

BRD 2600. Basic Videography and Editing (3 credits)

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. PREREQ: C or better in BRD 1600.

BRD 3130. Broadcast Advertising (3 credits)

Theory and technique of writing persuasive commercial copy for audiovisual media. Emphasis on script formats, writing style, media buys, and other creative, practical solutions to problems in targeting and persuading audiences. PREREQ: MCM 2400.

BRD 3140. Broadcast Journalism (3 credits)

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 writing and reporting. PREREQ: MCM 2400, C or better in BRD 2600.

BRD 3150. Broadcast Programming and Management (3 credits)

Fiscal and administrative responsibilities in broadcast operations, including contemporary strategies in TV and radio programming, audience measurement, sales, labor, and promotions. PREREQ: BRD 1600 and MCM 2100.

BRD 3170. Screenwriting (3 credits)

Students will develop skills in writing scripts for long and short form TV and film genres such as sitcoms, dramas, documentaries, and screenplays. Forms, styles, and conventions of writing for motion media will be explored.

BRD 3600. Advanced Videography and Editing (3 credits)

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. PREREQ: C or better in BRD 2600.

BRD 3700. Visual Effects and Post (3 credits)

A hands-on approach to tackling complex problems in post-production and digital editing. Concepts such as rotoscoping, color-correction, animation, and special effects will be explored. PREREQ: C or better in BRD 2600.

BRD 4200. Advanced Broadcast Journalism (3 credits)

Emphasizes integration of television news and television studio production, plus localizing national and international news and reworking public relations material for TV newscasts. PREREQ: BRD 3140.

BRD 4600. Advanced Television Production (3 credits)

A capstone course that builds on concepts and skills from earlier coursework, including preproduction planning, scripting, videography, and postproduction. Students will work with studio or field techniques to manage complex productions and to produce an original TV series or long-form video. Credit, 3 semester hours, PREREQ: C or better in BRD 3600.

JOURNALISM (JRN)

JRN 1610, 1620, 2610, 2620, 3610, 3620, 4610, 4620. Student Newspaper Production (1 credit each)

Experience in producing a student newspaper, *The Pine Needle*. Reporting, writing and editing news stories, news judgment, page design, photography, advertising, circulation, and Web-based newspaper production activities are covered. Pass/Fail grading.

JRN 1820, 1830, 1840, 2820, 2830, 2840. Yearbook Production (1 credit each)

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.

JRN 3010. News Writing and Reporting (3 credits)

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 PREREQ: MCM 2400.

JRN 3050. Feature Writing (3 credits)

Practical experience in writing in-depth articles for newspapers and magazines. PREREQ: MCM 2400.

JRN 3060. News Editing (3 credits)

Duties and practices of the newspaper copy editor, editing techniques, headline and caption writing,

cropping of photography, use of AP style, trends in newspaper page design, and ethical responsibilities of news editors. PREREQ: MCM 2400.

JRN 3090. Editorial Writing (3 credits)

Study and analysis of editorial writing in newspapers with emphasis on principles and practices. Practical experience in writing editorials for newspapers. PREREQ: MCM 2400.

JRN 3170. History of American Journalism (3 credits)

The inventions, events, and people shaping and influencing journalism in the United States. The history and development of American journalism and mass media from Colonial times to the present. PREREQ: MCM 2100 or consent of instructor.

JRN 3200. Photojournalism (3 credits)

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.

JRN 3250. Sports Journalism (3 credits)

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. PREREQ: MCM 2400.

JRN 3400. Advanced News Writing and Reporting (3 credits)

In-depth exploration of news media functions and how journalists gather and report news. Practical experience in identifying news, organizing and writing stories in proper formats for a wide range of reporting possibilities. PREREQ: JRN 3010.

JRN 4050. Magazine Writing and Editing (3 credits)

Instruction and practice in planning, writing, and editing copy for magazines. PREREQ: JRN 3010 and JRN 3050.

JRN 4100. Web Journalism (3 credits)

Practice reporting, writing, and producing stories for converged mass media online. Hard news, features, photography, videos on websites, blogs, wikis, virtual worlds, social media. Internet linking strategies, use of reliable online resources for journalistic research, convergence. PREREQ: MCM 2400.

JRN 4200. Science Journalism (3 credits)

Reporting and writing about science for newspapers and magazines; interviewing, features, series, columns. PREREQ: JRN 3050 or JRN 3010.

JRN 4600. Investigative Journalism (3 credits)

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. PREREQ: JRN 3010, 3060 and MCM 4360.

PUBLIC RELATIONS (PRE)**PRE 2200. Introduction to Public Relations (3 credits)**

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

PRE 2700. Introduction to Advertising (3 credits)

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. PREREQ: MCM 2100.

PRE 3450. Computer-Assisted Editing and Publication Design (3 credits)

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

PRE 3500. Organizational Communications (3 credits)

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. PREREQ: PRE 2200 or consent of instructor.

PRE 4070. Public Relations Media (3 credits)

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. PREREQ: PRE 2200.

PRE 4090. Public Relations Case Studies (3 credits)

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. PREREQ: PRE 2200.

PRE 4150. Advertising Media (3 credits)

The practice of advertising creation, including strategy, media planning, and execution of advertisements for all forms of mass media. PREREQ: PRE 2700.

PRE 4200. Crisis Communication (3 credits)

In-depth study of the development of strategies and their implementations during public relations crises. PREREQ: PRE 4070.

PRE 4600. Public Relations Campaigns (3 credits)

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.” PREREQ: PRE 4070, 4090 and MCM 4360.