

MASS COMMUNICATIONS (MC)

MC 1143 Media in a Diverse Society (DS)

Description: A study of the media and their effect on our culture, with an emphasis on the media's role in racial, gender and sexual orientation issues in the United States. By analyzing the mass media, we learn to interpret the consequences of the stories they tell. An introductory survey course for majors and non-majors. Previously offered as JB 1143.

Credit hours: 3

Contact hours: Lecture: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

General Education and other Course Attributes: Diversity, Social & Behavioral Sciences

MC 2003 Mass Media Style and Structure

Prerequisites: ENGL 1213 or ENGL 1223 or ENGL 1413 with grade of "C" or higher, and departmental majors only.

Description: Teaches basic writing skills vital to any career in mass communication. Emphasizes language skills with a focus on the rules of grammar and the meaning of words. Also teaches the basic strategies of information gathering, including how to glean accurate and useful background information from traditional and online sources. Introduces students to the fundamental writing styles and objectives required to convey information in different media. Previously offered as JB 2003, JB 1393, and JM 1123.

Credit hours: 3

Contact hours: Lecture: 2 Lab: 2

Levels: Undergraduate

Schedule types: Lab, Lecture, Combined lecture and lab

Department/School: Media & Strategic Comm

MC 2023 Electronic Communication

Prerequisites: ENGL 1213 or ENGL 1223 or ENGL 1413 with a grade of "C" or better, and departmental majors only.

Description: Introduces students to electronic communication with a series of hands-on projects to develop their skills with basic photography, videography, podcasting and Web page development. Compares the various media platforms and teaches students visual grammar. Students create slide-shows and podcasts, learn to edit video, and develop Web pages using content created in class.

Credit hours: 3

Contact hours: Lecture: 2 Lab: 2

Levels: Undergraduate

Schedule types: Lab, Lecture, Combined lecture and lab

Department/School: Media & Strategic Comm

MC 3113 Introduction to Media Effects

Description: Mass media's potential to influence audience behavior is a subject that has long fascinated scholars and the general public. Aside from working & sleeping, individuals in the U.S. spend more time consuming media than any other activity. This course introduces media effects, and offers critical analysis methods to better understand the process and effects of the mediated message. A variety of media theories will be examined to understand how media can affect attitudes and behaviors on an individual and societal level. The theories will be used to examine a variety of different types of content, including media violence, portrayals of race and gender, entertainment, politics, strategic communication, and sport.

Credit hours: 3

Contact hours: Lecture: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

MC 3173 History of Mass Communication (H)

Description: Growth and development of mass communication systems in America, with emphasis upon the economic, social and political interaction of the media. Previously offered as JB 3173.

Credit hours: 3

Contact hours: Lecture: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

General Education and other Course Attributes: Humanities

MC 4143 Ethics and Issues in Mass Communications

Prerequisites: MC 2003 and MC 2023 with a grade of "C" or better in both; and pass proficiency review.

Description: Students examine classical theories of ethical behavior and their relevancy to professional communicators. Students learn to analyze various moral viewpoints, so they can discern a justifiable system of ethical decision-making. Students apply ethical reasoning and professional codes of conduct to scenarios to determine the most ethical action to take.

Credit hours: 3

Contact hours: Lecture: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

MC 4153 International Mass Communication

Description: Examination of the nature and flow of news and information within and among nations, states and societies from a theoretical vantage point grounded in region-specific realities. The political, economic, social, cultural and historical forces determining media practice in a global environment. No credit for students with credit in MC 5253. Previously offered as JB 4253.

Credit hours: 3

Contact hours: Lecture: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

MC 4163 Mass Communication Law

Prerequisites: MC 2003 and MC 2023 with a grade of "C" or better in both; and a minimum grade of 70 on the Language Exam.

Description: Major principles of media law by examining the important court decisions, statutory and regulatory enactments in each area of communication law. Relevant constitutional freedoms and legal issues affecting professional communicators and all participants in a self-governing society. Practice applying the law and precedents to specific situations to determine if potential legal problems exist. No credit for students with credit in MC 5163. Previously offered as JB 4163 and JB 3163.

Credit hours: 3

Contact hours: Lecture: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

MC 4360 Special Problems in Mass Communication

Prerequisites: Junior standing, a minimum of 3.0 GPA, or consent of instructor.

Description: Independent study and project development to fit the student's field of study. Previously offered as JB 4360. Offered for variable credit, 1-3 credit hours, maximum of 6 credit hours.

Credit hours: 1-3

Contact hours: Other: 1

Levels: Undergraduate

Schedule types: Independent Study

Department/School: Media & Strategic Comm

MC 4733 Responsibility in Mass Communication

Prerequisites: MC 2003 with a grade of "C" or better; and pass proficiency review.

Description: Interaction between mass media and society with emphasis upon the communicator's ethics and responsibilities. Meets with MC 5733. No credit for students with credit in MC 5733. Previously offered as JB 4733.

Credit hours: 3

Contact hours: Lecture: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

MC 4993 Senior Honors Thesis

Prerequisites: Departmental invitation, senior standing, Honors Program participation.

Description: A guided reading and research program ending with an honors thesis under the direction of a senior faculty member, with second faculty reader and oral examination. Required for graduation with departmental honors in the School of Journalism and Broadcasting. Previously offered as JB 4993.

Credit hours: 3

Contact hours: Lecture: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

General Education and other Course Attributes: Honors Credit

MC 5000 Thesis

Description: For mass communication graduate students who are candidates for the master's degree. Offered for variable credit, 1-6 credit hours, maximum of 6 credit hours.

Credit hours: 1-6

Contact hours: Other: 1

Levels: Graduate

Schedule types: Independent Study

Department/School: Media & Strategic Comm

MC 5010 Capstone Project or Creative Component

Prerequisites: "B" or better in MC 5113, MC 5333, and MC 5651.

Description: Capstone research project or creative activity for a mass communication graduate student electing to not write a thesis to complete a master's degree. Offered for variable credit, 1-3 credit hours, maximum of 4 credit hours.

Credit hours: 1-3

Contact hours: Other: 1

Levels: Graduate

Schedule types: Independent Study

Department/School: Media & Strategic Comm

MC 5020 Advanced Practicum or Internship in Mass Communication

Prerequisites: One semester of graduate course work and consent of instructor.

Description: Applied training allowing students to relate theoretical principles to situations in professional settings. Required for students without mass media backgrounds. Offered for variable credit, 1-3 credit hours, maximum of 3 credit hours.

Credit hours: 1-3

Contact hours: Other: 1

Levels: Graduate

Schedule types: Independent Study

Department/School: Media & Strategic Comm

MC 5030 Independent Study in Mass Communication

Prerequisites: Consent of instructor.

Description: Independent study, directed readings or project development in mass communications to fit the student's academic and professional interests. Offered for variable credit, 1-3 credit hours, maximum of 3 credit hours.

Credit hours: 1-3

Contact hours: Other: 1

Levels: Graduate

Schedule types: Independent Study

Department/School: Media & Strategic Comm

MC 5113 Methods of Research in Mass Communication

Description: Principles and techniques of research; research planning, design and measurement in mass communication.

Credit hours: 3

Contact hours: Lecture: 3

Levels: Graduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

MC 5143 Diversity In Sports Media

Description: This course examines sports media content, framing, personnel, and audiences in relation to diverse groups. Primary emphases are placed on race and ethnicity, gender, sex, LGBT, national identity, and disability. Sports media coverage of each group is examined from a historical perspective up through the 21st Century convergence of broadcast, online, and print journalism. Particular focus is placed on diversity among sport media gatekeepers. This course is taught fully online, with all lectures, assignments, exams, and activities completed online through D2L.

Credit hours: 3

Contact hours: Lecture: 3

Levels: Graduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

MC 5163 Mass Communication Law

Prerequisites: MC 2003 and graduate standing.

Description: Major principles of media law by examining the important court decisions, statutory and regulatory enactments in each area of communication law. Relevant constitutional freedoms and legal issues affecting professional communicators and all participants in a self-governing society. Practice applying the law and precedents to specific situations to determine if potential legal problems exist. Meets with MC 4163. No credit for students with credit in MC 4163.

Credit hours: 3

Contact hours: Lecture: 3

Levels: Graduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

MC 5223 Mass Communication Research Analysis and Interpretation

Prerequisites: MC 5113.

Description: Single- and multi-variate analysis, interpretation and reporting of mass communication research data. Use of computers in research analysis.

Credit hours: 3

Contact hours: Lecture: 3

Levels: Graduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

MC 5253 International Mass Communication

Description: Examination of the nature and flow of news and information within and among nations, states, and societies from a theoretical vantage point grounded in region-specific realities. The political, economic, social, cultural and historical forces determining media practice in a global environment. No credit for students with credit in MC 4153.

Credit hours: 3

Contact hours: Lecture: 3

Levels: Graduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

MC 5333 Media Theory

Prerequisites: Graduate standing.

Description: Mediating factors that affect interaction of ingredients in the communications process, and how these factors can affect the fidelity of information conveyed.

Credit hours: 3

Contact hours: Lecture: 3

Levels: Graduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

MC 5383 Media Relations

Prerequisites: Graduate standing.

Description: Strategies for dealing with the news media. Students will gain hands-on experience in conducting media news conferences, pitching story ideas and preparing themselves and others for dealing with news media interviews. Meets with SC 4383. No credit for students with credit in SC 4383.

Credit hours: 3

Contact hours: Lecture: 3

Levels: Graduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

MC 5520 Specialized Strategic Communications Applications

Prerequisites: MC 3353 and graduate standing.

Description: Professional strategic communications at an advanced level. Strategic communications study of non-profit, corporate, agency, international and other specialized applications. Course content varies by semester. No credit for students with credit in SC 4520 during the same semester or with the same subtitle. Offered for fixed credit, 3 credit hours, maximum of 6 credit hours.

Credit hours: 3

Contact hours: Other: 3

Levels: Graduate

Schedule types: Independent Study

Department/School: Media & Strategic Comm

MC 5540 Specialized Multimedia Journalism Applications

Prerequisites: Graduate standing.

Description: Professional journalism at an advanced level. Special topics in areas such as announcing, performance; political, business, and investigative reporting; advanced layout and design or audio production; feature, column and editorial writing. Course content varies by semester. Meets with MMJ 4540. No credit for students in MMJ 4540 during the same semester or with the same subtitle. Offered for fixed credit, 3 credit hours, maximum of 6 credit hours.

Credit hours: 3

Contact hours: Other: 3

Levels: Graduate

Schedule types: Independent Study

Department/School: Media & Strategic Comm

MC 5560 Specialized Sports Media Applications**Prerequisites:** Graduate standing.**Description:** Professional sports media at an advanced level. Special topics in areas such as sports media production, announcing, performance; sports feature, column and editorial writing. Course content varies by semester. Meets with SPM 4560. No credit for students in SPM 4560 during same semester or with same subtitle. Offered for fixed credit, 3 credit hours, maximum of 6 credit hours.**Credit hours:** 3**Contact hours:** Other: 3**Levels:** Graduate**Schedule types:** Independent Study**Department/School:** Media & Strategic Comm**MC 5603 Integrated Marketing Communication****Prerequisites:** MC 2003 and SC 2183 or MKTG 3213; and graduate standing.**Description:** Planning and the value of coordinating the various promotional mix elements within a communication campaign to create maximum clarity and impact. Communication elements including advertising, public relations, direct marketing and sales promotion and examine strategies for combining and integrating them into an effective campaign. Theories, models and tools to make better promotional communication decisions. No credit for students with credit in SC 4603.**Credit hours:** 3**Contact hours:** Lecture: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Media & Strategic Comm**MC 5613 Readings in Mass Communication****Prerequisites:** Graduate standing.**Description:** Readings in Mass Communications is a graduate seminar course designed to expose students to significant books in the field of journalism and mass communication. Students will read from an assigned list of important books and present written and oral reports on a weekly basis. Documentary films on contemporary issues in journalism and mass communication will also be viewed by the class, discussed and critiqued.**Credit hours:** 3**Contact hours:** Lecture: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Media & Strategic Comm**MC 5651 Introduction to Graduate Study in Mass Communications****Prerequisites:** Graduate standing.**Description:** Orientation to skills necessary for successful completion of graduate work. Training in library and archival research, academic writing and preparation of research reports, familiarization with theoretical concepts and issues associated with mass communication. Required of all mass communication MS candidates, and prerequisite to MS candidates enrolling in mass communication seminars. Previously offered as MC 5653.**Credit hours:** 1**Contact hours:** Lecture: 1**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Media & Strategic Comm**MC 5733 Responsibility in Mass Communication****Prerequisites:** Graduate standing.**Description:** Interaction between mass media and society with emphasis upon the communicator's ethics and responsibilities. Meets with MC 4733. No credit for students with credit in MC 4733.**Credit hours:** 3**Contact hours:** Lecture: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Media & Strategic Comm**MC 5753 Media And Elections****Prerequisites:** Graduate standing.**Description:** Examination of media's role in the political process with primary emphasis on print and broadcast journalism practices. Meets with MMJ 4753. No credit for students with credit in MMJ 4753.**Credit hours:** 3**Contact hours:** Lecture: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Media & Strategic Comm**MC 5770 Seminar in Communication Media****Prerequisites:** Graduate standing.**Description:** International communication, media history, legal research, new technology, women and the media, television and children, industrial television, and communication research. Offered for variable credit, 1-3 credit hours, maximum of 9 credit hours.**Credit hours:** 1-3**Contact hours:** Other: 1**Levels:** Graduate**Schedule types:** Independent Study**Department/School:** Media & Strategic Comm**MC 5773 Censorship****Prerequisites:** Graduate standing.**Description:** Critical examination of historical and contemporary occurrences of censorship from legal, philosophical, political, religious and sociological perspectives. The course will explore the definition of censorship, the common elements found in all forms of censorship, the rationalizations and justifications for censorship, and the consequences and unintended results of censorship. No credit for students with credit in MMJ 4773.**Credit hours:** 3**Contact hours:** Lecture: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Media & Strategic Comm**MC 5853 Strategic Communication Management****Description:** The focus of this course is on an integrated approach to the management of communication in an organization, using theoretical components from both public relations and advertising, but particularly grounded in organizational theory. It highlights 13 themes/issues relevant to strategic communication managers and reviews communication, management, organizational, cultural, philosophical, and paradigm theories.**Credit hours:** 3**Contact hours:** Other: 3**Levels:** Graduate**Schedule types:** Discussion**Department/School:** Media & Strategic Comm

MC 5863 Managing Multimedia News Outlets**Prerequisites:** MC 2003 and graduate standing.**Description:** Basic issues, concepts, operational procedures and strategies associated with effectively managing media corporations. Examines management operations related to media convergence. Emphasis is placed on making ethical decisions and administrative choices in staffing and content that reflect a community's diversity. Meets with MMJ 4863. No credit for students with credit in MMJ 4863.**Credit hours:** 3**Contact hours:** Lecture: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Media & Strategic Comm**MC 5873 Sport Media Management****Description:** This course examines the symbolic relationship between sport and mass media from a managerial perspective. Primary emphases are placed on decision-making, leadership styles, best managerial practices, current trends, and resource allocation for sport media management in relation to the 21st Century convergence of broadcast, online, and print journalism. Key issues confronted by sport media are discussed. This course is taught fully online, with all lectures, assignments, exams, and activities completed online through D2L.**Credit hours:** 3**Contact hours:** Lecture: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Media & Strategic Comm**MC 5883 Advanced Media Management****Prerequisites:** Graduate standing.**Description:** Management concerns in four areas of mass communication practice: public relations, advertising, broadcasting and print journalism. Different emphases offered according to student demand or need.**Credit hours:** 3**Contact hours:** Lecture: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Media & Strategic Comm**MC 5933 Theories of Persuasion****Prerequisites:** Graduate standing.**Description:** In order to extend our understanding of Strategic Communication, it is important to study the large body of scientific research dealing with persuasion and persuasive communication. This is not a course on how to be a better persuader, but instead a study of the theories of persuasion. However by exploring the academic literature on persuasion, many strategies can be learned and used to not only make us better communicators, but also to help us resist persuasive attempts that we may encounter as citizens and consumers.**Credit hours:** 3**Contact hours:** Lecture: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Media & Strategic Comm**MC 5953 Strategic Health Communications Campaigns****Prerequisites:** Graduate standing.**Description:** The course will focus on theoretical approaches to health message design and the most effective and strategic use of traditional and new media outlets. Students also will review and discuss examples of past and current health communication campaigns in the United States and around the world. Integrating theory and practice, students will apply these concepts to design strategic communication campaigns for area health agencies and organizations.**Credit hours:** 3**Contact hours:** Lecture: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Media & Strategic Comm