BACHELOR OF SCIENCE-MASS COMMUNICATION

Mass Communication is the mass production or mass distribution of news, art, entertainment, or persuasive messages intended for a large audience, in all media from print to corporate communications to independent online broadcasting – from the Wall Street Journal to Instagram. Our curriculum combines theory and practice to provide you with the breadth and depth of a liberal arts education and the hands-on production experience that will prepare you for the professional world.

If you enjoy writing, organizing information, engaging with media culture, and connecting with others, and you aspire to a meaningful livelihood communicating ideas, proposals, and useful information to readers, listeners, viewers, and audiences worldwide from your company, computer, or community, then mass communication is the career for you.

What You’ll Learn from Us

• How to inform, explain, influence, persuade, mediate, and negotiate
• Critical thinking and precise reasoning in legal and ethical mass media issues
• Effective oral, written, visual, and digital communication skills
• Media literacy skills in analyzing the influence of mass communication on citizens and society
• A historical understanding of the evolution of media industries and technology that will assist you in mapping cultural change and allow you to take an active and responsible role in shaping our contemporary media culture
• The theoretical and practical principles of public relations and advertising
• The theory and practice of publication design and layout (including the Adobe Creative Suite, Adobe Photoshop, and WordPress)
• The theoretical and practical principles of multimedia production (including the Adobe Creative Suite and Adobe Premiere)

As a mass communication major, you will earn a Bachelor of Science in Mass Communication from a university system with a stellar national and international reputation. Your degree will prepare you to work in many fields of mass communication or to continue studies in a graduate program.

In general, you will learn about the world of mass media, polish verbal and writing skills, devise public relations campaigns, write news stories, research topics from advertising and politics to comic books and video games, or create ads, magazine layouts, and even short films.

The first course, Introduction to Mass Communication, will survey all mass media and communication industries so you can decide to focus on the ones that interest you the most. Required courses in media writing, media law and ethics, mass communication theory, and research methods, will provide a professional foundation for any specialization studied through elective courses in advertising, broadcasting, journalism, media studies, or public relations.

What You’ll Do Here

Mass Communication majors will have many professional development opportunities, including (but not limited to):

• writing for our digital campus newspaper Eagle Eye, or starting a multimedia blog
• studying the history of American film and television and providing coverage of a film festival;
• devising an advertising strategy for an area business;
• producing short films or graphic design work to establish a professional portfolio; and
• working in public relations to contribute to a Texarkana non-profit organization.

Graduates of our program have produced marketing materials for the university, programmed a weekly film series with guest speakers, contributed to an A&M-Texarkana graphic design showcase, and took a trip to the Turner Classic Movies Film Festival in Los Angeles. And our Mass Communication Club has competed at the Texas Intercollegiate Press Association convention and been awarded Student Organization of the Year.

Mass Communication Careers

| Advertiser | Filmmaker | Newscaster |
| Broadcaster | Fundraising Manager | Press Secretary |
| Campaigner | Graphic Designer | Producer |
| Consultant | Journalist | Public Affairs Analyst |
| Community Affairs | Lobbyist | Public Relations Consultant |
| Director | Managing Editor | Publicist |
Bachelor of Science-Mass Communication

Copy Editor  Marketing Manager  Publisher
Corporate Communications  Marketing Researcher  Recruiter
Director  Media Critic  Screenwriter
Documentarian  Media Relations Director  Social Marketer
Editor  Media Spokesperson  Special Events Promoter
Editorial Project Manager  Narrator  Teacher/Professor
Events Manager  News Director  and many more

Interested?
Please contact Dr. Kevin Ells at (903) 223-3040 / kevin.ells@tamut.edu (kevin.ells@tamut.edu)OR Dr. Drew Morton at (903) 223-3033 / drew.morton@tamut.edu. You may also visit the Mass Communication (http://www.tamut.edu/Academics/Colleges-and-Departments/CASE/Undergraduate-Programs/Mass%20Communication) website for additional information.

Degree Requirements
Students should refer to their DegreeWorks degree audit in their Web for Students account for more information regarding their degree requirements.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td></td>
<td><strong>General Education Requirements</strong></td>
<td>42</td>
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<tr>
<td></td>
<td><strong>MAJOR CORE REQUIREMENTS</strong></td>
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<tr>
<td><strong>Students MUST earn a grade of &quot;C&quot; or better in all coursework in the MCOM major or minor</strong></td>
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<tr>
<td>COMM 1307</td>
<td>Introduction to Mass Communication</td>
<td>3</td>
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<tr>
<td>MCOM 1336</td>
<td>Visual Media Production</td>
<td>3</td>
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<tr>
<td>or MCOM 2330</td>
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<tr>
<td>MCOM 2303</td>
<td>Audio Production</td>
<td>3</td>
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<td>MCOM 2311</td>
<td>Media Writing</td>
<td>3</td>
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<td>Choose 1 of the following courses in Strategic Communication:</td>
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<td>MCOM 2320</td>
<td>Advertising and Public Relations</td>
<td>3</td>
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<td>MCOM 2327</td>
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<td>MCOM 2330</td>
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<td>MCOM 300</td>
<td>Mass Communication Theory</td>
<td>3</td>
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<td>MCOM 301</td>
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<td>MCOM 305</td>
<td>Media Law and Ethics</td>
<td>3</td>
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<td>MCOM 350</td>
<td>Mass Communication Research Methods</td>
<td>3</td>
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<td>Choose 1 of the following:</td>
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<td>MCOM 490</td>
<td>Internship in Mass Comm (EL)</td>
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<td>MCOM 493</td>
<td>Thesis</td>
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<td>MCOM 494</td>
<td>Portfolio</td>
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<td><strong>12 semester credit hours in Upper Division Mass Communication electives</strong></td>
<td>12</td>
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<td><strong>Students MUST earn a grade of &quot;C&quot; or better in all coursework in the MCOM major or minor</strong></td>
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<tr>
<td><strong>MINOR REQUIREMENTS</strong></td>
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<td>Minimum 18 semester credit hours in an approved, existing minor program from this or another college</td>
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<tr>
<td>ELECTIVES (as needed to satisfy minimum degree requirements including 45 semester credit hours of Upper Division Coursework)</td>
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<td>TOTAL HOURS</td>
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<td>120</td>
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5 This course is a blanket prerequisite for all upper division MCOM courses, except when taken concurrently with instructor permission.
6 Must complete lower division courses as prerequisites for most upper division courses. See Course List for specific requirements.

Note: A minimum of 45 upper division hours are required for this degree. Resident credit totaling 25% of the total hours is required for the degree.
Undergraduate Courses in Mass Communication

**MCOM 1307. Introduction to Mass Communication. 3 Hours.**
Introducing the fields of mass communication, this course surveys theory, law and ethics, history, social implications, and mass media industries.

**MCOM 1318. Digital Photography I. 3 Hours.**
This is a foundation course in both the technical and creative aspects of digital photography. Instruction in the operation of the camera, techniques, printing of photographs, and class critique are part of this course. Design and creativity are addressed through analysis of the work of master photographers and practical problems.

**MCOM 1336. Visual Media Production. 3 Hours.**
Practical experience in the operation of studio and control room equipment, including pre and post-production needs. The course also provides an introduction to video production in the context of film history and film as an artistic medium.

**MCOM 2303. Audio Production. 3 Hours.**
Practical experience in the operation of audio, including both pre- and post-production. The course addresses needs of both legacy (audio) and new media (podcasts).

**MCOM 2311. Media Writing. 3 Hours.**
Fundamentals of writing for the mass media. Includes professional methods and techniques for gathering, processing, and delivering content. Students will practice writing mechanics and apply writing skills to journalism, public relations, advertising, and broadcasting.

**MCOM 2320. Advertising and Public Relations. 3 Hours.**
Students will learn to gather, analyze, organize, synthesize, and communicate information needed in the public relations profession. The course also includes an examination of the role of advertising and how an advertising agency functions. This course surveys global issues impacting advertising and the increasingly global nature of advertising campaigns as well as the role of diverse cultures in selecting and targeting ad campaigns.

**MCOM 2340. Introduction to Public Relations. 3 Hours.**
Students will learn how to gather, analyze, organize, synthesize, and communicate information needed in the public relations profession.

**MCOM 2350. Principles of Advertising. 3 Hours.**
An examination of the role of advertising and how an advertising agency functions, this course surveys global issues impacting advertising and the increasingly global nature of advertising campaigns as well as the role of diverse cultures in selecting and targeting ad campaigns.

**MCOM 2360. Publication Design and Production. 3 Hours.**
A detailed overview of mass media publication design and production processes and techniques is provided in this course.

**MCOM 2370. Introduction to American Film History. 3 Hours.**
Students will study the technology, the industrial structures, the personnel, and the films that have marked the evolution of cinema in America from 1890s to the contemporary period from silent shorts, through the rise and fall of the Hollywood studio system, to the period of conglomerate and convergence that currently defines the industry.

**MCOM 2380. Introduction to International Film. 3 Hours.**
Students will study the technology, the industrial structures, the personnel, and the films that have marked the evolution of cinema internationally from the 1890s to the contemporary period from silent shorts to direct engagement and competition with Hollywood. Subtopics include Russian Formalism, German Expressionism, French Surrealism, Italian neo-Realism, the French New Wave, and the international rise of the art cinema in the 60s and 70s.

**MCOM 289. Independent Study. 1-3 Hours.**
This course provides individual instruction. Students may repeat the course when topics vary.

**MCOM 300. Mass Communication Theory. 3 Hours.**
This course investigates the dominant theories of mass and mediated communication processes and effects, and the functions of theories in social scientific research related to media. Prerequisite: COMM 1307 with a minimum grade of C, or concurrently with permission of instructor.

**MCOM 305. Media Law and Ethics. 3 Hours.**
The influence of constitutional rights, statutory restrictions, court precedents, self-imposed and public restrictions on news coverage and ethics of journalism will be examined in this course. Prerequisite: COMM 1307 with a minimum grade of C, or concurrently with permission of instructor.

**MCOM 306. Broadcast Production. 3 Hours.**
An introduction to techniques of gathering, analyzing, and writing news and features for broadcast, this course also offers practice in interviewing, observation, and use of documentary references that include computer information retrieval and analysis skills. Prerequisite: COMM 1307 with a minimum grade of C.

**MCOM 310. Advanced News Writing and Reporting. 3 Hours.**
This course is an advanced study in the methods used in gathering and writing news. Prerequisite: MCOM 2311 with minimum grade of C.

**MCOM 312. Photojournalism. 3 Hours.**
This introductory photojournalism course focuses on the basics of light, camera operation, and the use of chemical and digital darkrooms, including spot news and feature photography as well as instruction in ethics, privacy and law. Prerequisite: COMM 1307 with a minimum grade of C.
MCOM 350. Mass Communication Research Methods. 3 Hours.
This course explains essential research skills required in mass communication professions, including fact-checking, source verification, interviewing, and basic statistical analysis. Prerequisite: COMM 1307 with a minimum grade of C, or concurrently with permission of instructor.

MCOM 380. Advanced Professional Communication. 3 Hours.
As students progress in their professional careers, advanced public speaking and presentations may be key to their success. This course will help students prepare and deliver presentations typical of governmental, business, educational and civil settings with focus on interview skills and intercultural communication.

MCOM 410. Feature Writing. 3 Hours.
This course provides an introduction to the world of the magazine and what it takes to participate in that world as professionals with focuses on researching subjects in depth and long-form article writing. Prerequisite: MCOM 2311 with a minimum grade of C.

MCOM 411. Advanced Editing, Layout and Design. 3 Hours.
This course provides advanced layout and design skills required for Mass Communication professionals. Prerequisite: MCOM 301 with a minimum grade of C.

MCOM 412. Copy Editing. 3 Hours.
This course covers editing for various media including the Web, broadcast, newspapers, magazines and corporate publications. Prerequisite: MCOM 2311 with a minimum grade of C.

MCOM 417. Advanced Video Production. 3 Hours.
This seminar deals with the theory of film and a practicum that results in a series of videographic criticism that brings together the theoretical readings of the course, a research subject, and film production technology. Students are expected to critically engage with readings in essay format and in in-class discussion and to utilize them as a philosophical foundation for their visual essay.

MCOM 418. Concepts in Classical Film. 3 Hours.
Theories of film that marked the first fifty years of the field of Cinema Studies are discussed in this course. Topics and authors include: film language and film form (Sergei Eisenstein, Andre’ Bazin), the relationship between film and reality (Siegfried Kracauer, Bazin), Film as a narrative art form (Tom Gunning, David Bordwell), authorship and genre (Andrew Sarris, Peter Wollen, Thomas Schatz, Leo Braudy, Rick Altman, and Robin Wood), and psychology and ideology (Christian Metz, Laura Mulvey).

MCOM 419. Popular Culture and Media. 3 Hours.
Theories of media studies that have broadened the scope of the field in the past thirty years are discussed in this course. Topics and authors include: comics studies (Scott McCloud), fan culture (Henry Jenkins), gender (Lynn Spigel), new media (Lev Manovich), race (Aniko Bodrogozy, Herman Gray), and television (John Caldwell, Raymond Williams).

MCOM 425. Case Studies in Advertising. 3 Hours.
This course will introduce students to how paid advertising and unpaid media relations campaigns are planned, budgeted, and controlled. Prerequisite: MCOM 1307 and MCOM 2340, or MCOM 2350 with a minimum grade of C.

MCOM 430. Public Relations Campaigns. 3 Hours.
The development and presentation of a complete communication plan for a community organization is required in this course, with emphasis on researching public relation problems and opportunities, developing campaign objectives, planning public relations strategies and tactics, and specifying measures and approaches for evaluating campaign accomplishments. Theories, concepts, and techniques of public relations will be integrated into each campaign. Prerequisite: COMM 1307 and MCOM 2320; or MCOM 2330 with a minimum grade of C.

MCOM 489. Independent Study. 1-3 Hours.
This course provides individual instruction. Students may repeat the course when topics vary.

MCOM 490. Internship in Mass Comm (EL). 3 Hours.
This is a field-based course in which students have an opportunity to apply and demonstrate writing, editing, public relations, advertising, and layout and design skills in a real world setting. This course integrates the principles of Experiential Learning and meets criteria for internship. Prerequisite: COMM 1307 with a minimum grade of C; enrollment limited to MCOM majors with senior status, except with instructor permission.

MCOM 491. Research in Mass Communication. 3 Hours.
This is a supervised course tailored to specific student interests. This course will give students opportunities for independent research, reading, and experimentation on relevant issues in mass communications.

MCOM 493. Thesis. 3 Hours.
This is a senior portfolio course integrating a variety of mass communication skills to produce a substantial project. Students work with the guidance of their supervising professor to complete the project.

MCOM 494. Portfolio. 3 Hours.
This is a senior thesis course integrating a variety of mass communication skills to produce a substantial thesis project. Students work with the guidance of their supervising professor to complete the thesis project.

MCOM 497. Special Topics in Mass Communication. 3 Hours.
Instructors will provide an organized class designed to cover areas of specific interest. Students may repeat the course when topics vary. Prerequisite: COMM 1307 with a minimum grade of C.
Faculty

Dr. Kevin Ells
Associate Professor
Email: kevin.ells@tamut.edu

Dr. Jialing Huang
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Email: jialing.huang@tamut.edu

Dr. Drew Morton
Associate Professor
Email: drew.morton@tamut.edu