MASS COMMUNICATION (MCOM) Department of Mass Communication

MCOM 1103 - Introduction To Mass Communication

This course is a survey of mass communication media, including components of broadcasting, electronic, print and digital, primarily as operating industries and systems within the United States. Attention is given to the roles of mass media in society, including economics, careers, regulations, programming and public service.

MCOM 1113 - Fundamentals of Speech

This course introduces elements of speech and principles of effective speaking in public. Emphasis is placed on performance and skills in preparing and presenting a public speech.

MCOM 1123 - Basic Photography

Basic Photography focuses on taking, developing, and printing photographs suitable for publication. Additional components include illustrating the news, creative photography and photographic appreciation. Prerequisite(s): Enrollment is open to Mass Communication, Studio Art, Art Education, Applied Liberal Arts majors, and students minoring in Mass Communication only.

MCOM 1133 - Media Writing

Media Writing is an introduction to various writing styles and techniques required for media and communication professionals. Prerequisite(s): ENG 1113. Enrollment open to Mass Communication majors only.

MCOM 1163 - Basic Photography for Criminal Justice

Basic Photography for Criminal Justice focuses on the basic techniques and theories of image making with a special emphasis on taking, processing, and printing photographs appropriate for law enforcement and certification for the Council on Law Enforcement Education and Training (CLEET). Prerequisite(s): Enrollment open to Criminal Justice-Police majors only with senior standing.

MCOM 1173 - Strategic Comm Writing

Strategic Communications Writing introduces writing for multiple media platforms in adherence with industry standards across the strategic communications disciplines of advertising, brand communications, organizational communication, and public relations and incorporates training in emerging media applications driven by technology and digital and social media. Prerequisite(s): ENG 1113. Enrollment open to Strategic Communications majors only.

MCOM 2000 - Topics in Mass Communication

Credit will vary from 1 to 4 hours. Subject matter will vary within the department’s field of study.

MCOM 2013 - Broadcast Audio Production

Broadcast Audio Production is the study of audio production techniques and processes used in broadcasting and in the creating of audio/visual productions. Through the use of the latest audio software, students will acquire an in-depth knowledge of the various production skills and audio elements needed to create audio projects that focus on message enhancements. Prerequisite(s): Enrollment open to Mass Communication majors only.

MCOM 2033 - Media Production

This course is a study of basic principles and techniques for planning, recording and editing of audio, video and web based programs. Students learn and demonstrate skills necessary for field camera operation, audio and video recording, basic lighting techniques, and non-linear audio and video editing, and web based media. Interpreting a script through audio and video production is also a component of the course. Prerequisite(s): MCOM 1133 with a minimum grade of “C”. Enrollment is open to Mass Communication majors only.
MCOM 2043 - Listening

This course is designed to give students an understanding of the elements and principles of effective listening and the practice needed to become better listeners.

MCOM 2053 - Introduction to Human Communication

To examine the communication process in its many forms, elements, functions, and effects with particular emphasis on the student as a consumer of communication. Special attention focused on major channels of cultural and subcultural communication.

MCOM 2063 - Introduction to Brand Communications/ Advertising

Introduction to Brand Communications/Advertising provides an overview of brand communications and advertising as it relates to the economical and social effects on society and reviews the various components of a brand communication campaign including the history and evolution, the roles of professionals in the field, research methods, media and creativity.

MCOM 2073 - Introduction to Media Studies

Introduction to Media Studies surveys the history, theory, and practices of the mass communication industries from a critical cultural perspective. Prerequisite(s): ENG 1113 and ENG 1213.

MCOM 2153 - Introduction to Organizational Communication

This course introduces students to organizational communication research and theory with particular emphasis on communication processes within and among organizational environments. Focusing on analyses of the structure and function of communication in complex organizations, the course requires students to display both theoretical and practical knowledge of the variety of processes and methods organizations use to sustain themselves and to communicate with their internal and external publics. Prerequisite(s): Sophomore standing or above.

MCOM 2172 - Sports Announcing

Sports Announcing is the study and practice of the techniques and skills necessary for the professional sports play-by-play announcer in the electronic media industry. Students are expected to perform the play-by-play and color commentary of local football games on the campus radio and TV stations. Prerequisite(s): MCOM 2013. Enrollment open to Mass Communication majors only with sophomore standing or above.

MCOM 2193 - Principles of Public Relations

Principles of Public Relations provides an overview of the public relations profession from its historic beginnings to its contemporary role in society. The course provides a foundation for the public relations sequence by exploring its definitions, history, theories, principles, strategic planning, management practices, and career possibilities. Prerequisite(s): ENG 1113 and ENG 1213 and sophomore standing or above.

MCOM 2203 - Video News I

Video News I addresses theories and practices of news gathering and writing for video-based reporting. Students generate content and create team-driven newscasts and video-driven content. Prerequisite(s): ENG 1113, ENG 1213, and MCOM 1133. Enrollment open to Mass Communication majors.

MCOM 2213 - News Reporting

News Reporting focuses on gathering, writing, and evaluating the news. Prerequisite(s): ENG 1113, ENG 1213 and MCOM 1133.
MCOM 2223 - Darkroom Photography

Darkroom Photography focuses on the theory and practical use of black and white film and paper processing. Prerequisite(s): ENG 1113 and MCOM 1123.

MCOM 2501 - Radio Station Participation

Radio Station Participation requires the participation as an on-air announcer for the college radio station. A maximum of four credit hours may be earned toward a major or minor. Prerequisite(s): MCOM 2013 or COMM 2033. Enrollment open to Mass Communication majors only with sophomore or above standing.

MCOM 2511 - Television Station Participation

Television Station Participation requires participation in the student newscast and other forms of student media. A maximum of 4 hours credit towards a major or minor may be earned. Prerequisite(s): ENG 1113, MCOM 1133 and MCOM 2033 and written permission of instructor required.

MCOM 2523 - Sportscasting

Sportscasting is a study of the unique qualities of sports broadcasting for radio and television, focusing on the audio and video complexities associated with broadcast presentation of sports. Students will perform the basics of video editing, audio editing, video photography and on-air performance. Prerequisite(s): MCOM 2013, MCOM 2443, and MCOM 2443L. Enrollment open to Mass Communication majors only with sophomore standing or above.

MCOM 2531 - Newspaper Participation

Newspaper Participation requires participation in multiple media for-the VISTA, the college newspaper. A maximum of 4 hours credit towards a major or minor may be earned. Prerequisite(s): ENG 1113, MCOM 1133 and (MCOM 1143 or MCOM 2213) and permission of instructor. Sophomore standing or above.

MCOM 2543 - Digital Photography

Digital Photography is a study of the digital photographic medium and its applications in the world of news and commercial photography. Students receive instruction in digital photography and computer applications and produce professional level projects using current digital photo and computer equipment. Prerequisite(s): ENG 1113, ENG 1213, MCOM 1113, MCOM 1123. Enrollment open to Photographic Arts majors only.

MCOM 2553 - Strategic Communications Plan

Strategic Communications Planning is designed to provide an introduction to strategic planning and its role in the communications strategy for brands and organizations. Students will learn the fundamentals of the marketplace, current methods of consumer analysis, brand equity creation, brand relationship analysis, and brand communications responses in a variety of advertising (new and old) situations. Prerequisite(s): ENG 1113, (MCOM 1133 or 1173) and (MCOM 1183 or 2063). Enrollment is open to Mass Communication majors and minors, Technology Applications and Applied Liberal Arts majors only.

MCOM 2623 - Communication Theory

This course is an introduction to the field of communication including the studies of models and theories with attention given to major concepts that have formed historical and current communication theories.

MCOM 2713 - Media Participation

Media Participation requires participation in multiple forms of UCentral student media. Prerequisite(s): MCOM 1133, 1143, 2033 with sophomore standing or above. Enrollment open to Mass Communication majors only.
MCOM 2743 - Photojournalism

Photojournalism integrates basic photographic skills with professional lighting techniques, media writing and production methods to equip students to enter the field of photojournalism. Prerequisite(s): ENG 1113, ENG 1213, MCOM 1123 MCOM 1133 and sophomore standing or above.

MCOM 3000 - Workshop in Mass Communication

Credit will vary from 1 to 6 hours. Subject matter will vary within the department’s field of study. Normally involves lecture, films, guest speaker, etc. A grade of “P” or “F” is given. No more than 6 hours of workshop may be counted toward a bachelor’s degree.

MCOM 3013 - Non-Linear Editing

Non-Linear Editing focuses specifically on essential video editing techniques. The course provides a dynamic range of video editing projects that will build the skills of students through the industry standard in video editing software. Prerequisite(s): ENG 1113, ENG 1213, MCOM 1113, MCOM 1133, and MCOM 2033.

MCOM 3023 - Radio Show Prep & Presentation

Radio Show Preparation and Presentation emphasizes knowledge and expertise required for the radio industry: voice and diction specific to broadcast announcing; exercises, projects and assignments related to commercials, news stories, narratives, weather reports, sports, and promotional pieces; and the development and performance of radio shows appropriate for broadcast/vodcast/podcast for traditional and nontraditional radio. Prerequisite(s): ENG 1113, ENG 1213, MCOM 1113, MCOM 1133 and MCOM 2013.

MCOM 3033 - Video News II

Video News II is the study of reporting, writing and editing news. Emphasis is on researching stories, the use of electronic newsgathering equipment, writing and reporting style, and on-air presentation of completed stories. Prerequisite(s): ENG 1113, ENG 1213, MCOM 1113, MCOM 1133 and (MCOM 2033 or MCOM 2443), and MCOM 2203.

MCOM 3053 - Persuasion & Social Influence

Persuasion and Social Influence investigates the theories, principles, and strategies of persuasion, social influence, and compliance gaining as applied to everyday contexts in which persuasive attempts take place, including interpersonal, organizational, and mass communication. Prerequisite(s): ENG 1113, ENG 1213, and (MCOM 1113 or COMM 1113). Enrollment open to Mass Communication, Technology Application Studies and Applied Liberal Arts majors and students minoring in Mass Communication- Communication and Public Discourse with junior standing or above only.

MCOM 3063 - History of Photo 1945-Present

History of Photography 1945 - Present examines the aesthetic, social, and sometimes technical development of photography in what is commonly referred to as the “Post-War” period during which time the medium is considered to have experienced its greatest changes and gained its most recognition as an art form. Prerequisite(s): ENG 1113, ENG 1213, and MCOM 1113. Junior or senior standing.

MCOM 3073 - Relational Communication

Relational Communication examines communication behaviors in interpersonal relationships, including relationship development, maintenance, and dissolution. Specific emphasis is on application of theory and improvement of communication skills within personal relationships. Prerequisite(s): ENG 1113, ENG 1213, MCOM 1113 and MCOM 2053 with junior or senior standing.
MCOM 3083 - Intercultural Communication

Intercultural Communication identifies and delineates the communication skills needed for effective interaction in a global society, examines the relationship between communication and culture, and studies the general concepts of intercultural communication. Prerequisite(s): MCOM 1113 or MCOM 2023.

MCOM 3093 - Presentation Techniques

Presentation Techniques is designed to help students become confident and effective presenters in a variety of situations. This course focuses on writing, speaking, and delivery skills. Critical thinking and analytical skills are used to organize presentations, solve problems, and build arguments. Prerequisite(s): ENG 1113, ENG 1213, and (MCOM 1113 or COMM 1113) with junior or senior standing.

MCOM 3103 - Strategic Communication Case Studies

Strategic Communications Case Studies provides an in-depth look at the brand communications decision-making process. Students are prepared to make brand and advertising management decisions through a variety of fact-based case studies. Prerequisite(s): ENG 1113, 1213, MCOM 1113, (MCOM 1133 or 1173), and (MCOM 1183 or MCOM 2063). Junior standing or above. Enrollment open to Mass Communication majors and minors, Technology Application Studies and Applied Liberal Arts students only.

MCOM 3113 - Nonverbal Communication

Nonverbal Communication provides an in-depth study of physical appearance, gesture and movement, facial expressions, eye contact, touch, use of time, and voice to communicate nonverbally in a variety of interpersonal relationships across personal, professional, public, and cultural contexts. Prerequisite(s): ENG 1113, ENG 1213 and MCOM 1113 or MCOM 2023. Junior or senior standing.

MCOM 3133 - Color Photography

Color Photography is designed to help students understand color production and theory as it applies to traditional and digital photography. It also presents a comprehensive procedure for control of color in photography from image capture to final output. Prerequisite(s): MCOM 1123, (MCOM 2143 or 3293 or concurrent enrollment in MCOM 2143 or 3293), and (MCOM 2543 or MCOM 3513) and junior or senior standing.

MCOM 3143 - Editing

Editing examines the theory and practice of editing copy and developing print and electronic news layouts. Prerequisite(s): ENG 1113, ENG 1213, MCOM 1133 and (MCOM 1143 or MCOM 2213).

MCOM 3153 - Interpersonal Communication Research

Interpersonal Communication Research introduces students to both quantitative and qualitative methods commonly used in communication research. Students will gain competence in research methods and participate in an academic research project from its inception to reporting the results. Prerequisite(s): ENG 1113, 1212, MCOM 1113 and MCOM 2623 with junior standing or above. Organizational Communication majors may not enroll in this course.

MCOM 3163 - Public Information Methods

Public Information Methods involves the study of communication tactics used by strategic communications practitioners with an emphasis on the development of writing and media relations skills. Prerequisite(s): ENG 1113, 1213, MCOM 1113, (1133 or 1173), 2063, and 2193.
MCOM 3173 - Women’s Rhetoric

This course is designed to cause an awareness and understanding of women’s rhetoric. The objective of the course is to explore the ways in which women have made their voices heard throughout history. Prerequisite(s): ENG 1113 and 1213. Junior or senior status.

MCOM 3183 - Political Communication

Political Communication examines contemporary American politics through rhetorical and mass communication criteria and perspectives. Prerequisite(s): ENG 1113, ENG 1213 and (MCOM 1113 or COMM 1113). Enrollment open to Mass Communication, Applied Liberal Arts and Political Science majors and students minoring in Mass Communication Advertising, Communication, Journalism and Public Discourse with junior standing or above only.

MCOM 3213 - Curating Photo Collections

Curating Photography Collections examines the role of the curator as it has changed in the 21st century. This class will study how curators interact with artists, collectors, museums, and corporate institutions. While the course will cover multiple aspects of curatorial practice addressing a variety of mediums, the focus will be on photographic collections. Prerequisite(s): ENG 1113, ENG 1213, and MCOM 1113. Junior or senior standing.

MCOM 3233 - Gender, Race, Class and Media

Gender, Race, Class and the Media is the study of media representations of identity and of the critical cultural studies methods used to analyze the culture industry’s representations of identities in primarily print, broadcast and entertainment media. Prerequisite(s): ENG 1113, ENG 1213 and MCOM 1113 with junior standing or above.

MCOM 3243 - Video Field Production

Video Field Production is a study of various creative forms of storytelling concentrating on the production of feature stories. Students will incorporate the critical elements of videography, sound, editing, writing, directing, and producing to tell the most compelling stories possible across different media platforms. Prerequisite(s): ENG 1113, ENG 1213, MCOM 1113, MCOM 1133, and (MCOM 2033 or MCOM 2443).

MCOM 3273 - News Anchoring

News Anchoring addresses theories and practices of media news anchoring, including ethical decision-making while on the anchor desk. Students will develop professional attitudes and skills in media news communication. Attention is give to industry norms for appearance, clothing, interaction, and delivering news and information. Prerequisite(s): ENG 1113, ENG 1213, MCOM 1113, MCOM 1133, MCOM 2033, and MCOM 2203.

MCOM 3283 - Advertising Design

Advertising Design is the study of the overall strategic creation of print advertising communication with emphasis on writing copy and designing layouts for media-specific applications. Prerequisite(s): ENG 1113, ENG 1213, MCOM 1113, (MCOM 1133 or 1173) and MCOM 3333. Junior or senior standing.

MCOM 3293 - Photographic Lighting

Photographic Lighting emphasizes the qualitative aspects of light, both on location and in the studio, and the application of these qualities to the enhancement of photojournalism, commercial, portrait, and art photography. Prerequisite(s): MCOM 1123 and (MCOM 2543 or MCOM 3513) and sophomore standing or above.

MCOM 3313 - History of Journalism

History of Journalism examines the people and events that shaped the field of journalism and mass communication in the United States. Prerequisite(s): ENG 1113, ENG 1213 and MCOM 1113. Junior or senior standing.
MCOM 3323 - Mass Media Effects on Society

This course examines mass media as an industry that shapes and is shaped by social, cultural, political, and economic forces by focusing on communication theories and research studies. Examples will include the effects of the media as related to our political system, children’s programming, judicial system, talk shows, advertising, and new technologies. Prerequisite(s): ENG 1113 and 1213. Enrollment open to Mass Communication majors only. Junior or senior standing.

MCOM 3333 - Specialized Publications

This course involves the study of design principles and layout with an emphasis on the software applications necessary to produce brochures, newsletters, fliers, direct mail pieces, annual reports and other publications. Prerequisite(s): MCOM 1133 or MCOM 1173 and junior or senior standing. Enrollment open to Mass Communication majors only.

MCOM 3363 - Documentary

Documentary will prepare students to create compelling documentaries by focusing on basic proposal writing, production, and post-production leading to the completion of technical assignments and a short documentary. Prerequisite(s): ENG 1113, ENG 1213, MCOM 1113, MCOM 1133, and MCOM 2033.

MCOM 3373 - Group & Team Communication

Group and Team Communication focuses on collective problem solving. Students experience the dynamics of joint decision-making such as a goal setting, forming role and leadership structures, coordinating agendas, and negotiating member relations. Students learn to value diversity as they draw upon group and team resources in creating innovative solutions and accomplishing group goals. Prerequisite(s): MCOM 1113 or 2023 with junior or senior standing.

MCOM 3393 - Leading Groups & Building Teams in Organizations

Leading Groups and Building Teams in Organizations examines how committees and task forces function in corporations. Attention is given to how the corporate environment impacts group processes and how groups and teams carry out organizational initiatives. The course addresses issues such as multiple group affiliations, leader-member relations, problem solving and decision making, and meeting management skills. Prerequisite(s): ENG 1113, ENG 1213, MCOM 1113, MCOM 2153 and junior or senior standing.

MCOM 3403 - Corporate Video Production

Corporate Video Production is designed to create and produce various informational, promotional, and training videos for non-profit and for-profit companies and organizations. Students will work with professional clients to help identify a target audience and produce the appropriate media to meet the client’s needs. Prerequisite(s): ENG 1113, ENG 1213, MCOM 1113, MCOM 1133 and (MCOM 2033 or MCOM 2443).

MCOM 3413 - Conflict and Communication

This course focuses on the nature and function of healthy and unhealthy communication conflict as applied to intrapersonal and interpersonal situations, families, organizations, cultures, and nations. Content incorporates theories of conflict and the application of effective conflict management. Prerequisite(s): Enrollment open to Mass Communication, Applied Liberal Arts and Family Life Education majors and students minoring in Mass Communication-Advertising, Communication and Journalism only. Junior standing or above.

MCOM 3423 - Communication and Gender

Communication and Gender is designed to investigate gender and communication issues in interpersonal, intercultural, and professional contexts. Prerequisite(s): ENG 1113, 1213, and MCOM 1113 with junior standing or above. Enrollment open to Mass Communication, Applied Liberal Arts and Technology Application Studies majors only.
MCOM 3443 - Media Mix Analysis

Media Mix Analysis is a study of various theories and strategies used in the planning, buying, and selling of media. The course provides an in-depth analysis of various media and their role in a strategic communications campaign. Prerequisite(s): ENG 1113, 1213, MCOM 1113, (1133 or 1173), and (1183 or 2063) with junior standing or above. Enrollment open to Mass Communication and Applied Liberal Arts majors only.

MCOM 3463 - Contemporary Chinese Art & Media

Contemporary Chinese Art, Media & Photography will explore developments that have occurred within the vibrant Chinese art scene in recent years that not only incorporate the production of art including painting, photography, and new media, but utilize social networks and new methods of promotion to illuminate trends in a rapidly changing Asian culture. Prerequisite(s): ENG 1113, ENG 1213, and MCOM 1113 with junior or senior standing.

MCOM 3503 - Broadcast Programming

Broadcast Programming is designed to examine and analyze programming strategies for television, cable, radio, and public broadcasting including audience analysis, program evaluation, program selection, and scheduling. Prerequisite(s): ENG 1113, 1213, MCOM 1133. Enrollment open to Mass Communication majors and students minor- ing in Mass Communication-Advertising and Journalism with junior standing or above only.

MCOM 3523 - Leadership Communication

Leadership Communication examines the relationships between effective communication and quality leadership in multiple contexts. Credit may not be earned for both MCOM 3523 and LEAD 3513. Prerequisite(s): ENG 1113, ENG 1213 and MCOM 1113 or MCOM 2023.

MCOM 3533 - Women and Leadership

Women and Leadership will critically examine historical and contemporary leadership challenges and opportunities facing women. A major focus of the center on strategies for change and success. This course is cross-listed with LEAD 3533 and credit may not be earned for both MCOM 3533 and LEAD 3533. Prerequisite(s): ENG 1113, ENG 1213 and MCOM 1113 with junior or senior standing.

MCOM 3543 - Sports Media Production

Sports Media Production will prepare students to produce sports features, stories, highlights, and webcasts for multiple sports. Prerequisite(s): ENG 1113, ENG 1213, MCOM 1113, MCOM 1133, MCOM 2033 and MCOM 3243.

MCOM 3613 - Organizational Communication Research

Organizational Communication Research provides an initial exposure to quantitative and qualitative studies of communication in organizational settings. Students are taught how to understand and evaluate the structure, language, and logic of published research articles. Hands-on experiences in research design provide background knowledge for conducting full-fledged studies of organizational communication. Prerequisite(s): ENG 1113, ENG 1213, MCOM 1113, and MCOM 2623 with junior standing or above. Interpersonal Communication majors may not enroll in this course.

MCOM 3633 - Conflict & Negotiation in Organizations

Conflict and Negotiation in Organizations focuses on conflicts within corporations, non-profit organizations, and governmental agencies. Attention is given to how the organizational roles, power, and identities of group members influence conflict management processes. The course addresses competitive and collaborative negotiation methods and third-party interventions in mediating conflict. Students learn to de-escalate conflict and to avoid escalating conflict and its negative outcomes. Prerequisite(s): ENG 1113, ENG 1213, MCOM 1113 and MCOM 2153 with junior or senior standing.
MCOM 3643 - Communication in the Professions

Communication in the Professions examines how professional communicators such as physicians, attorneys, emergency call-takers, and journalists adjust their conversational skills to the demands of institutional interaction. Knowledge of medical consultations, courtroom interrogations, emergency telephone calls, and news interviews is applied to the construction of training materials for prospective professional communicators. Prerequisite(s): ENG 1113, ENG 1213, MCOM 1113, MCOM 2153 and junior or senior standing.

MCOM 3703 - Conceptual Photography

Conceptual Photography is an upper division course focused on executing photographs based on strong ideas or messages. Students will learn and practice good research and brainstorming techniques in order to form solid concepts for their work along with the methods for executing their ideas. Contemporaries in the field of conceptual photography will be presented along with its impact as a photographic genre. Prerequisite(s): ENG 1113, ENG 1213, MCOM 1113, MCOM 1123, MCOM 1133, (MCOM 2223 or 3303), (MCOM 2543 or 3513), and (MCOM 3293 or 2143), and junior or senior standing.

MCOM 3713 - Broadcast News Producing

Broadcast News Producing is a study of the producing discipline as it relates to reporting, writing, newscast production, special projects, eth- ics, documentaries, and new media. Prerequisite(s): ENG 1113, ENG 1213, MCOM 1113, MCOM 1133, (MCOM 2033 or MCOM 2443), and MCOM 2203 and junior or senior standing. Enrollment open to Mass Communication-Broadcast and Mass Communication- Professional Media majors only.

MCOM 3723 - Advanced News Reporting

Advanced News Reporting focuses on gathering, writing, and evaluating the news through the assignment of on-campus and off-campus news beats. Prerequisite(s): ENG 1113, ENG 1213, MCOM 1133, (MCOM 1143 or MCOM 2213).

MCOM 3753 - Nonfiction Cinematography

Nonfiction Cinematography will explore visual storytelling, focusing on image design techniques necessary for nonfiction studio and field production. Prerequisite(s): ENG 1113, ENG 1213, MCOM 1113, MCOM 1133, MCOM 2033 and MCOM 3363.

MCOM 3813 - Blogging for Journalists

Blogging for Journalists prepares students to understand, analyze and utilize the role and operation of Internet blogs in journalism culture and practice. The course gives students practical experiences in creat- ing and maintaining a blog. Prerequisite(s): ENG 1113, ENG 1213, MCOM 1133 and junior or senior standing.

MCOM 3833 - Masculinity in the Media

Masculinity in the Media addresses how “normalized” representations of masculinity in television, film, advertising, movies, and sports pose dilemmas of identity for men and women. Prerequisite(s): ENG 1113, ENG 1213, MCOM 1113 and junior or senior standing.

MCOM 3843 - Street Gangs & the Media

Street Gangs and the Media examines the social construction of gangs through music, film, documentaries, and news stories. Students critically evaluate media representations of gangs against the lived experience of gang members in everyday life. Prerequisite(s): ENG 1113, ENG 1213, MCOM 1113 and junior or senior standing.

MCOM 3990 - Advanced Topics in Mass Communication

Credit will vary from 1 to 4 hours. Subject matter will vary within the department’s field of study.
Corporate Training and Consulting examines communication training as a tool for employee development in organizations. The course covers consulting with clients to understand the needs of organizations and trainees. This course enables students to prepare and implement needs-based, communication workshops, seminars, and training programs for professional development. In addition to instructional design, the course focuses on methods of teaching communication skills to adult learners and how to conduct experimental activities. Ways of assessing learning outcomes and evaluating training programs will also be covered. Prerequisite(s): ENG 1113, ENG 1213, MCOM 1113, MCOM 2153 and junior or senior standing.

Nonfiction Sound Design will focus on sound design as a separate media form from visual storytelling. The course explores how sound creates meaning and successfully functions with the visuals of nonfiction multimedia productions. Prerequisite(s): ENG 1113, ENG 1213, MCOM 1113, MCOM 1133, MCOM 2033, MCOM 3363, and MCOM 3753.

Feature Writing is a study of theory and practice of researching, writing and marketing the feature story for various media. Prerequisite(s): ENG 1113, ENG 1213, MCOM 1133, MCOM 1133 and (MCOM 1143 or MCOM 2213).

Organizational Communication Capstone provides concentrated study of theories and concepts that explain communicative processes in organizational settings. Students apply selected concepts and theories to practical organizational issues such as developing leaders, making decisions, creating culture, training employees, managing change, embracing diversity, working in teams, and communicating via technology. Prerequisite(s): ENG 1113, ENG 1213, MCOM 1113, MCOM 1173, MCOM 2063, MCOM 2153, MCOM 2193, MCOM 2553, MCOM 3093, MCOM 3103, MCOM 3633, and MCOM 4013. Senior standing.

Media Management is an in-depth study of the unique social, economic, legal and ethical problems with which media managers are confronted. Prerequisite(s): ENG 1113, ENG 1213, MCOM 1113 and (MCOM 1133 or MCOM 1173). Junior or senior standing.

Investigative Reporting focuses on gathering and writing news of substance and depth on public affairs with emphasis on complete investigation and evaluation of conflicting points of view and complex issues. Prerequisite(s): ENG 1113, ENG 1213, MCOM 1113, MCOM 1133 and (MCOM 1143 or MCOM 2213).

Advanced Video Production is designed to create and produce a variety of creative video projects that are intended to assist the student in developing captivating video portfolios of their work. The course will focus on directing, producing, editing, and writing while creating live music performances, public service announcements, commercials, promotional videos, and short films. Prerequisite(s): ENG 1113, ENG 1213, MCOM 1113, MCOM 1133 and (MCOM 2033 or MCOM 2443).

Opinion, Reviews, and Criticism in the Media prepares students to research and express multiple types of editorial writing for various media. Prerequisite(s): ENG 1113, ENG 1213, MCOM 1113, MCOM 1133, and (MCOM 1143 or MCOM 2213).
MCOM 4223 - History of the Black Press

A study covering the beginning and survival of black men and women instrumental in the founding of the black press from the time of slavery, and their experiences in fighting for freedom of expression, including the great migration, the World Wars and the Civil Rights Movement. Prerequisite(s): Junior standing or above.

MCOM 4233 - Family Communication

Family Communication examines communication phenomena in the setting of the family. The focus is upon how, through communication, people develop, maintain, enhance, or disturb family relationships. Prerequisite(s): ENG 1113, ENG 1213, MCOM 1113 and MCOM 2053 with junior or senior standing.

MCOM 4303 - Large Format Photography

Large Format Photography is focused on the use of large format cameras as a tool in image making. Advantages and disadvantages will be discussed as well as the proper use, techniques, and history of large format cameras. Prerequisite(s): MCOM 1123, MCOM 2223, (MCOM 3293 or MCOM 2143) and junior standing or above.

MCOM 4313 - Women in Media

Women in Media focuses on women as journalism professionals and as subjects of the media. With the backdrop of history, statistics and input from guest speakers, we will discuss past, current and possible future issues related to those two main areas. This course relies heavily on students’ opinions in reaction to the readings and discussion.

MCOM 4323 - Social Documentation

Social Documentation is a concentrated documentation of an individual group or subgroup that records their unique or changing status in modern society. Through the use of journals, oral history, photography and/or video students will document the unique status of these groups or subgroups over a set period of time for analysis of the effect that they have on society. Prerequisite(s): ENG 1113, ENG 1213, MCOM 1123, (MCOM 2543 or MCOM 3513), (MCOM 3293 or 2143) and SOC 2103. Junior or senior standing.

MCOM 4333 - Newsletter Design

Newsletter Design serves as an introduction to writing, editing and producing newsletters using the Macintosh computer and the software Microsoft Word 6.0 and QuarkXPress 3.3. The course is structured so that prior experience with the computers or the software is not necessary. The course is for anyone interested in learning more about newsletters—either as a hobby or a profession.

MCOM 4343 - Corporate Promotion

Corporate Promotion examines how corporations communicate with various external and internal constituencies. The focus is on how organizations define and position themselves as communicative entities. Attention is given to how corporations sustain and coordinate their media relations, governmental relations, investor relations, and employee relations. The course addresses issues of corporate culture, image, and identity. Prerequisite(s): ENG 1113, ENG 1213, MCOM 1113 and MCOM 2153. Junior or senior standing.

MCOM 4403 - Interviewing Practices

Interviewing Practices focuses on the role of communication in various interviewing processes. Course content provides participants with the information and skills necessary to effectively participate in and evaluate interviewing interactions. This course offers exposure to a wide range of interviews (persuasive, performance, recruiting, employment, survey, probing, counseling, and health care). Judicious integration of relevant communication theory comprises the underpinning for the applied aspects of interviewing—both for the interviewer and the interviewee. Prerequisite(s): ENG 1113, ENG 1213 and MCOM 1113 with junior or senior standing.
MCOM 4413 - TV Documentary Production

TV Documentary Production is a study of the field and functions of the full-length television documentary including the history of documentaries in broadcasting, scripting techniques, production design and video, audio and editing techniques used in documentaries. Prerequisite(s): ENG 1113, ENG 1213, MCOM 1113, (MCOM 2033 or MCOM 2443/2443L) and MCOM 2203/2203L. Enrollment is open to Mass Communication majors only with senior standing.

MCOM 4423 - Media Ethics

Media Ethics is the study of the ethical issues currently confronting journalism and mass communication. Prerequisite(s): ENG 1113 and 1213. Enrollment is open to Mass Communication majors only. Junior or senior standing.

MCOM 4433 - Victims and the Media

Victims and the Media is an intensive study of the interpersonal and psychological effects of trauma on journalists and the people they interview. Special interest is given to identifying the symptoms of post-traumatic-stress-disorder and its impact upon journalists and victims of disasters. Prerequisite(s): ENG 1113, ENG 1213, MCOM 1113, MCOM 1133 and (MCOM 1143 or 2213) and junior or senior standing.

MCOM 4453 - Communication and Language

Communication and Language offers a systematic evaluation and scientific appraisal of the ways in which humans interact through language and other symbols. It attempts to describe and evaluate the relationships existing among thought, language, and behavior. Prerequisite(s): ENG 1113, ENG 1213, MCOM 1113, MCOM 3153 and senior standing.

MCOM 4503 - Advanced Publication Design

Advanced Publication Design builds on students’ basic desktop publishing skills and knowledge of design principles. This course is structured so students spend most of their time learning more about page design software and working on long-term individual projects with assistance. Prior Adobe InDesign coursework or related experience is required. Prerequisite(s): MCOM 3143 or MCOM 3283 or MCOM 3333 or MCOM 4333 or permission of instructor. Enrollment open to Mass Communication majors with junior standing or above only.

MCOM 4513 - Advanced Commercial Photography

Advanced Commercial Photography is designed to give students problem solving experience in commercial and portrait photography. Advanced techniques in commercial photography are supplemented by working professional photographers along with field trips to photography studios for demonstrations of photographic techniques and facilities. Prerequisite(s): ENG 1113, ENG 1213, MCOM 1113, MCOM 1123, MCOM 1133, and (MCOM 2223 or MCOM 3303), and (MCOM 2543 or MCOM 3513), and MCOM 3133 and (MCOM 3293 or MCOM 2143) with senior standing or above.

MCOM 4523 - Global Communication

This course will critically analyze global communication theory, re-search and other selected theoretical concepts as they apply to international and domestic media. The class will emphasize how conventional media sources impact society, governments and other media through the dissemination of information. Prerequisite(s): ENG 1113 and 1213. Junior or senior standing.

MCOM 4533 - Health Communication & Promotion

Health Communication and Promotion examines health communication campaigns as corporate and community-based initiatives. Students engage in the study and use of effective, ethical approaches to sharing information and motivating audiences at the individual, organizational, and community levels concerning health-related issues and decisions. Prerequisite(s): ENG 1113, ENG 1213, (MCOM 1133 or 1173) and MCOM 2153. Junior or senior standing.
MCOM 4543 - Portrait & Wedding Photography

Portrait and Wedding Photography provides students with hands-on experience in the skills necessary to produce and market commercial portrait and wedding photographs. Prerequisite(s): ENG 1113, ENG 1213, MCOM 1113, MCOM 1123, (MCOM 2543 or MCOM 3513), and (MCOM 3283 or MCOM 2143) and sophomore standing or above.

MCOM 4563 - Media Law

This course is a study of the legal rights and restrictions with the resulting duties and responsibilities related to the media. Prerequisite(s): ENG 1113 and 1213. Enrollment open to Mass Communication majors only. Junior or senior standing.

MCOM 4593 - Advanced Documentary

Advanced Documentary will produce socially and culturally conscious documentaries that express an interesting story by focusing on the following elements: principles, history, and ethics of documentary filmmaking; aesthetic and technical directing and producing strategies; and working tools to plan and tell stories creatively, collaboratively, artistically and professionally. Prerequisite(s): ENG 1113, ENG 1213, MCOM 1113, MCOM 1133, MCOM 2033, MCOM 3363, MCOM 3733, and MCOM 4023.

MCOM 4613 - Advanced Organizational Communication Research

Advanced Organizational Communication Research provides experiences in conducting original studies in organizational communication. Students learn how to write literature reviews, to formulate testable hypotheses and research questions, and to select appropriate research designs. They gain experiences in collecting and analyzing quantitative and qualitative data. Students learn how data informs critical thinking and organizational decision-making. Prerequisite(s): ENG 1113, 1213, MCOM 1113, 2623 and 3613 with junior standing or above. Enrollment open to Organizational Communication majors only.

MCOM 4623 - Gays & Lesbians in Film/Media

This course examines representations of gays and lesbians from the development of an alternative gay and lesbian cinema movement to the mainstreaming of gay and lesbian people in television and in film. The course will analyze the problematic cultural production of a gay-lesbian identity from different historical periods. Attention will also be given to the formation of the USA and early German homophile movements and their impact on cultural representations of gays and lesbians in the mass media. Prerequisite(s): ENG 1113 and 1213. Junior or senior standing.

MCOM 4633 - Race, Violence, Youth, & Media

Race, Violence, Youth and the Media will critically examine various mass media representations and coding of contemporary youth subcultural formations in the U.S.A. Prerequisite(s): ENG 1113, 1213, and MCOM 1113 with junior standing or above.

MCOM 4643 - Photography Portfolio

Photography Portfolio is a capstone course focused on the continued development and refinement of students’ individual photographic style to prepare them to pursue professional opportunities. Students will create a series of photographic images, learn how to present these images, and professionally promote the work through writing, speaking, website development, and photographic organizations. Prerequisite(s): ENG 1113, ENG 1213, MCOM 1113, MCOM 1123, MCOM 1133, (MCOM 2223 or MCOM 3303), (MCOM 2543 or MCOM 3513), (MCOM 2743 or MCOM 3343), MCOM 3133, (MCOM 3293 or MCOM 2143), and MCOM 3703. Senior standing or above.

MCOM 4663 - Digital & Social Communication

Digital and Social Communications provides an in-depth knowledge of new digital and social media and how to integrate websites, social networking, blogs, and other forms of digital and social media into a brand communication campaign. Prerequisite(s): ENG 1113, 1213, MCOM 1113, (1133 or 1173), (1183 or 2063), and 4383. Senior standing or above. Enrollment open to Mass Communication majors and minors, Technology Application Studies and Applied Liberal Arts.
MCOM 4673 - Sibling Communication

Sibling Communication introduces students to concepts, theories, and principles of sibling communication, with an emphasis on the role of messages in sibling communication processes. This course focuses on the unique relationship of siblings and how communication impacts and frames those relationships. Issues such as sibling rivalry, sibling revelry, birth order, relational closeness, proximity, frequency of contact, parental ties, social support, sex roles, blended families, and the sibling paradox are examined. A lifespan communication perspective is applied to the sibling relationship as brothers and sisters progress through the stages of childhood, adolescence, younger adulthood, and older adulthood. Prerequisite(s): ENG 1113, ENG 1213 and MCOM 1113 with junior or senior standing.

MCOM 4733 - Communication and Religion

Communication and Religion examines communication in a variety of contexts associated with the dissemination of religion-based human messages: face to face, one to many, in print, as well as in mediated venues. Prerequisite(s): ENG 1113, 1213, MCOM 1113, and at least six additional MCOM hours with senior standing or above.

MCOM 4743 - Couples Communication

Couples Communication examines the importance of everyday communication between friends, romantic partners, family members, and co-workers. Emphasis is on application of theory and improvement of dyadic communication skills. Prerequisite(s): ENG 1113, 1213, MCOM 1113, and at least six MCOM hours with senior standing or above.

MCOM 4753 - Intergenerational Communication

Intergenerational Communication addresses central theories of aging and communication as well as attitudes about aging and interpersonal communication (ageist attitudes, stereotypes of particular age groups, and age group identities), media representations of aging (mediated stereotypes; media uses and effects), and cultural variations in the meaning of aging. Prerequisite(s): ENG 1113, 1213, MCOM 1113, and at least six additional MCOM hours with senior standing or above.

MCOM 4763 - Communication & Reality TV

Communication and Reality TV is a study of interpersonal communication theory as exhibited in reality television. Reality television offers a unique arena in which to study and analyze interpersonal relationships. Reality television shows cast relatively diverse groups with the intention of observing and documenting the resulting conflict or harmony. Prerequisite(s): ENG 1113, 1213, MCOM 1113, and at least six MCOM hours with senior standing or above.

MCOM 4773 - The Dark Side of Relationships

The Dark Side of Relationships is a study of how individuals deal with the darker sides of interpersonal communication and close relationships. Topics include messages that hurt, fatal attraction, losing, leaving and letting go, relational transgressions, deception, jealousy and envy, and social predicaments. Prerequisite(s): ENG 1113, 1213, MCOM 1113, and six additional MCOM hours with senior standing or above.

MCOM 4823 - Mediation

Mediation emphasizes the role of communication in third-party interventions in resolving conflicts. As a distinct form of alternative dispute resolution, mediation is differentiated theoretically and empirically from arbitration and litigation. Mock mediation sessions provide students with opportunities to develop skills and insights as disputants and mediators. Prerequisite(s): ENG 1113, ENG 1213 and MCOM 1113 with junior or senior standing.

MCOM 4863 - Media Research

This course is the applied study of research methods used in the fields of advertising, broadcasting, journalism, and public relations to identify target audiences; gain audience feedback; diagnose problems; determine appropriate communication tools and channels; pre-test materials, messages and strategies; monitor public opinion; and evaluate program success. Prerequisite(s): Senior standing. Enrollment open to Mass Communication majors only.
MCOM 4873 - Professional Media Capstone

The Professional Media Capstone will focus on refining previous professional media learning, practicing effective job seeking/inter-viewing skills, networking with media professionals, improving social media skills, working in UCentral student media and/or local media, and developing a professional portfolio. Prerequisite(s): ENG 1113, ENG 1213, MCOM 1113, MCOM 1103, MCOM 1133, MCOM 2033, MCOM 2203, (MCOM 2213 or 1143), MCOM 3143, MCOM 3243, and (MCOM 3033 or MCOM 4153). Senior standing.

MCOM 4883 - Strategic Communication Campaigns

Strategic Communications Campaigns is a study of various elements involved in the production of a campaign from inception to conclusion. Students research, create, produce, execute, and evaluate a number of campaigns for real clients for all media. Prerequisite(s): ENG 1113, 1213, MCOM 1113, (MCOM 1183 or 2063), 2193, 2553, 2643, 3103, 3163, 3333, and 3443. Senior standing or above.

MCOM 4900 - Practicum In Mass Communication

Credit will vary from 1 to 4 hours. Subject matter will vary within the department’s field of study.

MCOM 4910 - Seminar in Mass Communication

Credit will vary from 1 to 4 hours. Subject matter will vary within the department’s field of study.

MCOM 4920 - Workshop in Mass Communication

Credit will vary from 1 to 9 hours. Subject matter will vary within the department’s field of study. Normally involves lecture, films, guest speaker, etc. A grade of “P” or “F” is given. No more than 6 hours of workshop may be counted toward a bachelor’s degree.

MCOM 4930 - Individual Study In Mass Communication

Credit will vary from 1 to 4 hours. Subject matter will vary within the department’s field of study.

MCOM 4940 - Field Study in Mass Communication

Credit will vary from 1 to 6 hours. Subject matter will vary within the department’s field of study.

MCOM 4950 - Internship In Mass Communication

Credit will vary from 1 to 8 hours. Subject matter will vary within the department’s field of study.

MCOM 4960 - Institute In Mass Communication

Credit will vary from 1 to 8 hours. Subject matter will vary within the department’s field of study.

MCOM 4970 - Study Tour In Mass Communication

Credit will vary. Subject matter will vary within the department’s field of study.