

MASS COMMUNICATION (MCOMM)

MCOMM 1100 (MC 911)

Introduction to Mass Communication

3 Credit Hours

Overview of the mass media as a functionally-integrated system that emphasizes critical thinking about historical development, nature, functions, and storytelling responsibilities in a global environment. Mass media roles in American society and the effect on consumers through social and traditional media are included. For non-majors and majors. (3 lecture hours)

Course types: Contemporary Life Skills (A.A., A.S., A.A.S., A.G.S.)

MCOMM 1105 (MC 919)

News Reporting & Writing for Multimedia

3 Credit Hours

Develops basic journalistic reporting skills and storytelling techniques in a multimedia environment for citizen journalism and professional news gathering. Emphasizes live reporting to produce news stories, podcasts, video assignments and social media. (3 lecture hours)

Course types: Contemporary Life Skills (A.A., A.S., A.A.S., A.G.S.)

MCOMM 1120 (MC 914)

Introduction to Broadcasting in a Global Environment

3 Credit Hours

Introduces students to the history of broadcasting and the concept of how globalization has impacted the broadcasting industry today. Students develop projects on U.S. broadcast programming, important media figures, FCC regulations, and non-U.S. media. (3 lecture hours)

Course types: Global/Multicultural Studies (A.A., A.S., A.A.S., A.G.S.)

MCOMM 1126

Fake News and the Search for Truth in Today's Media

3 Credit Hours

This course will provide opportunities to discuss and analyze the history of fake news, news production, consumption and evaluation. Students will develop the critical thinking skills necessary to be an informed citizen; understand how their worldview affects their interpretation of the news; and create a personal strategy for fact-checking and evaluating the news. Students will identify types of fake news to determine the credibility of news content. (3 lecture hours)

MCOMM 1800

Special Project

1-3 Credit Hours

Special project courses cover topics not otherwise covered by general education courses and other courses in the Catalog for journalism and mass communication. These courses require direct experience and focused reflection in an in-depth study of a specific discipline topic and/or the critical analysis of contemporary issues in the discipline. They are targeted to self-selected students with an interest in the subject matter and involve active participation. The course delivery incorporates an experiential component of no less than 30 percent but not to exceed 70 percent. This experiential component may include field studies, interdisciplinary learning, and/or the practical application of discipline-related concepts, theories, principles and methods with a specific focus. All courses hold an orientation session to deliver academic and experiential information (syllabus, academic requirements, field preparation, logistics, and other appropriate requirements). (1 to 3 lecture hours)

MCOMM 1840

Independent Study

1-4 Credit Hours

Exploration and analysis of topics within the discipline to meet individual student-defined course description, goals, objectives, topical outline and methods of evaluation in coordination with and approved by the instructor. This course may be taken four times for credit as long as different topics are selected. (1 to 4 lecture hours)

Prerequisite: Consent of instructor is required.

MCOMM 2100

Social Media As News

3 Credit Hours

Uses Facebook, Twitter, YouTube, Linked-in, listservs, blogs and other interactive online media to develop students as citizen journalists. Students will publish writing, video and audio for social commentary and news values on current events and seek audience interaction. (3 lecture hours)

MCOMM 2255

Lies, Manipulation, and Misinformation in Mass Communication

3 Credit Hours

Discussion and analysis of the history of fake news, news production, consumption and evaluation. Students will have the opportunity to develop the critical thinking skills necessary to be an informed citizen, understand how their worldview affects their interpretation of the news, and create a personal strategy for fact-checking and evaluating the news. (3 lecture hours)

MCOMM 2870

Internship (Transfer)

1-4 Credit Hours

Course requires participation in work experience with onsite supervision. Internship learning objectives are developed by student and faculty member, with approval of employer, to provide appropriate work-based learning experiences. Credit is earned by working a minimum of 75 clock hours per semester credit hour, up to a maximum of four credits.

Prerequisite: Consent of instructor and 2.0 cumulative grade point average; 12 semester credits earned in a related field of study; students work with Career Services staff to obtain approval of the internship by the dean from the academic discipline where the student is planning to earn credit.

Course types: Contemporary Life Skills (A.A., A.S., A.A.S., A.G.S.)

MCOMM 2871

Internship - Advanced (Transfer)

1-4 Credit Hours

Continuation of Internship (Transfer). Course requires participation in work experience with onsite supervision. Internship learning objectives are developed by student and faculty member, with approval of employer, to provide appropriate work-based learning experiences. Credit is earned by working a minimum of 75 clock hours per semester credit hour, up to a maximum of four credits.

Prerequisite: Consent of instructor and 2.0 cumulative grade point average; 12 semester credits earned in a related field of study; students work with Career Services staff to obtain approval of the internship by the dean from the academic discipline where the student is planning to earn credit.

Course types: Contemporary Life Skills (A.A., A.S., A.A.S., A.G.S.)