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COMM Curriculum Structure

The Mass Communications degree is now 40 semester hours, although continuing students can still graduate with 39 hours.

All course codes have been converted from MCOM (old curriculum) to COMM, starting with the Fall 2010 term. If you took MCOM courses before August 2010, those still appear as MCOM course codes. See the conversion charge in this handout to help you equate MCOM and COMM course numbers.

The structure of the degree is similar to what we had before, but it offers more flexibility now. This will help both continuing and new students achieve their academic and professional goals.

• **Tier One – Introductory Core – 3 courses, 9 semester hours**
  Complete this sequence of three classes before moving on through the major in Mass Communications:
  
  - COMM-201 – Introduction to Mass Communications
  - COMM-202 – Introduction to Media Technology
  - COMM-205 – Introduction to Journalism

• **Tier Two – Professional Foundations – 3 courses, 9 semester hours**
  Pick one media history course
  
  - COMM-301 History of African Americans in the Media – 3 semester hours
  - COMM-302 History and Appreciation of Film – 3 semester hours
  - COMM-303 History of Print and Online Technology – 3 semester hours
  - COMM-304 History of Broadcasting – 3 semester hours
  
  Pick two professional foundations courses:
  
  - COMM-311 Writing for Broadcast – 3 semester hours
  - COMM-321 Public Relations I – 3 semester hours
  - COMM-351 Print and On-Line Media Journalism – 3 semester hours
  - COMM-360 Writing for Filmmaking – 3 semester hours

• **Tier Three – Professional Development – 13 semester hours**
  Consult with your faculty advisor to design an academic program from among the Mass Communications classes.
  
  See the next page for several examples of how to assemble a degree program.
  
  - 200-series - introductory core
  - 300-309 – Media History
  - 310-319 and 410-419 – Media Studies
  - 320-329 and 420-429 – Public Relations
  - 330-339 and 430-439 – Audio
  - 340-349 and 440-449 – Video
  - 350-359 and 450-459 – Print and Online
  - 360-369 and 460-469 – Film
  - 370-379 and 470-479 – Multi-Media and Media Technology
  - 380-389 and 480-489 – Electives
  - 390-399 – Graduate School track

• **Tier Four – Mass Media Capstone – 3 courses, 9 semester hours**
  Complete this sequence of three classes during the senior year, after completing 90 hours:
  
  - COMM-490 Media Law and Ethics Survey – 3 semester hours
  - COMM-497 Internship in Mass Media – 3 semester hours (or 6 semester hours)
  - COMM-499 Senior Seminar in Mass Communications – 3 semester hours (usually in final semester)
Suggested Mass Communications Curriculum Designs

The new Mass Comm curriculum provides flexibility in Tier 3 – Professional Development Courses, so that students may shape an academic program that works best for their needs. Nonetheless, it is helpful to list several suggested curriculum designs so that people understand how the variety of choices might take shape. The following examples are descriptive of some typical designs, but they are not intended to limit the possible choices and configurations.

If you want to take additional COMM courses, that’s fine, but you must add Liberal Arts and Sciences courses outside of the major. This is an accreditation requirement. COMM classes may total no more than one-third of your overall college degree. So if you take 43 hours of COMM classes, you need to add courses outside the major (general education plus the minor or other Liberal Arts and Sciences courses).

**Tier 3 for Audio**
- COMM-331 Audio Production
- COMM-431 Advanced Audio Production
- COMM-419 Popular Culture
- 3 hour COMM elective
- 1 hour COMM elective

**Tier 3 for Video**
- COMM-331 Audio Production
- COMM-341 Television Production 1
- COMM-342 Television Production 2
- COMM-445 News Production
- 1 hour COMM elective

**Tier 3 for Media Studies – History**
*(pick any four 3-hour classes)*
- Pick any two of the history courses:
  - COMM-301 History of African Americans in the Media
  - COMM-302 History and Appreciation of Film
  - COMM-303 History of Print and Online Technology
  - COMM-304 History of Broadcasting
- COMM-419 Popular Culture
- 3 hour COMM elective
- 1 hour COMM elective

**Tier 3 for Print-Online**
- COMM-351 Print & On-Line Media Jrn
- COMM-314 Photojournalism
- COMM-352 Print and On-Line Media Prod
- COMM-342 Copy Editing
- 1 hour COMM elective

**Tier 3 for Media Studies – Producer or Talent Agent**
- COMM-321 Public Relations 1
- COMM-322 Public Relations 2
- COMM-415 Media Management
- COMM-419 Popular Culture
- 1 hour COMM elective

**Tier 3 for Public Relations**
- COMM-322 Public Relations 2
- COMM-324 Public Relations Practicum
- COMM-312 Media Research
- COMM-415 Media Management
- 1 hour COMM elective

**Tier 3 for Film**
- COMM-360 Writing for Filmmaking
- COMM-361 Film Genres
- COMM-465 Cinematography
- COMM-381 Media Creative Project (1 SH)
- 3 hour COMM elective

**Tier 3 for Graduate School track**
- COMM-312 Media Research
- COMM-391 Graduate School Preparation 1
- COMM-491 Graduate School Preparation or COMM elective (3 hours)
- COMM-497 Senior Thesis in Mass Communications
- 1 hour COMM elective
- Students intent on graduate school may want to consider taking additional COMM classes, but this will also require additional LAS electives, pushing the overall degree beyond 120 semester hours. Discuss the costs and benefits with the academic advisor.

**Other Tier 3 possibilities exist.** The student must make appropriate arrangements with the faculty academic advisor and get approval from the department chair.
### Conversion Table – MCOM courses to COMM courses

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<th>MCOM-201 Intro to Mass Communications</th>
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<td>MCOM-204 Interpersonal Communications</td>
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<td>MCOM-301 Journalism 2</td>
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<td>MCOM-302 Public Relations 1</td>
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<td>MCOM-303 Public Relations 2</td>
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<td>MCOM-304 Copy Editing</td>
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<td>MCOM-306 Broadcast Journalism</td>
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<td>MCOM-309 Radio Production</td>
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<td>MCOM-310 Advanced Radio Production</td>
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<td>MCOM-311 Newspaper Production 1 (one hour)</td>
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<td>MCOM-313 Newspaper Production 3 (one hour)</td>
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<td>MCOM-319 Public Relations Lab</td>
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<td>MCOM-330 Writing for Radio &amp; Television</td>
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<td>MCOM-330 Writing for Radio &amp; Television</td>
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<td>MCOM-335 Communication Theory</td>
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<td>MCOM-336 African Americans in the Media</td>
<td>COMM-301 History of African Americans in the Media</td>
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<td>MCOM-337 History of Print Media &amp; Tech.</td>
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<td>MCOM-338 History of Radio TV &amp; Film</td>
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<td>MCOM-340 Television Production</td>
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<td>MCOM-361 and ENGL-361 Film Genres</td>
<td>COMM-361 and ENGL-361 Film Genres</td>
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<td>MCOM-399 Special Topics in Mass Media</td>
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<td>MCOM-399 Special Topics in Mass Media</td>
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<td>MCOM-399 Special Topics in Mass Media</td>
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<td>MCOM-399 Special Topics in Mass Media</td>
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<td>MCOM-399 Special Topics in Mass Media</td>
<td>COMM-415 Media Management</td>
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<td>MCOM-399 Special Topics in Mass Media</td>
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<td>MCOM-399 Special Topics in Mass Media</td>
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<td>MCOM-400 Media Law and Ethics</td>
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<td>MCOM-401 Multi-Media Technologies</td>
<td>COMM-202 Introduction to Media Technology</td>
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<td>MCOM-401 Multi-Media Technologies</td>
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<td>MCOM-439 Public Relations, MCOM-449 TV</td>
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<tr>
<td>General Education technology electives</td>
<td>COMM-202 Introduction to Media Technology</td>
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<tr>
<td>SPEE-214 Introduction to Speech</td>
<td>COMM-413 Media Argumentation and Debate</td>
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General Education Courses for Mass Comm

(summarized from the VSU Catalog)

FRST-101 Freshman Studies
Not required for students transferring in 30 semester hours or more.
Not required for students who began college before August 2006.
ENGL-110 Composition 1 (also GEEN-111)
ENGL-111 Composition 2 (also GEEN-111)

Global Studies – 3 hours
ARAB-110, 111, 212, 213 Arabic
ARTS-302 Survey of Non-Western Art
ARTS-405 Survey of African Art
ECON-451 International Economics
ENGL-314 Readings in Multicultural Lit
ENGL-315 African Literature
ENGL-322 Post-Colonial Literature
ENGL-326 Mythology (also PHIL-326)
ENGL-411 Readings in African Lit & Culture
ENGL-412 Caribbean Literature
FREN-110, 111, 212, 213 French
GEHI-114 World History 1 – to 1500
GEHI-115 World History 2 – after 1500
GEGO-210 World Geography
GERM-110, 111, 212, 213 German
IDUP-270 Introduction to Africana Studies
PHIL-326 Mythology (also ENGL-326)
POLI-207 International Relations
POLI-210 Comparative Government
SPAN-110, 111, 212, 213 Spanish

History – 3 hours
GEHI-114 World History to 1500
GEHI-115 World History after 1500
GEHI-122 US History to 1865
GEHI-123 US History after 1865
GEPO-150 United States Government
HIST-111 Introduction to History
HIST-112 Introduction to Black History

Humanities – any 6 hours (two courses)
ARAB-110, 111, 212, 213 Arabic
ARTS-101 Drawing (non-majors only)
ARTS-199 Art Appreciation
ARTS-205 Basic Art
ARTS-301 Survey of Western Art
ARTS-307 20th Century Art
ARTS-311 Arts and Crafts (non-majors only)
ARTS-403 Survey of African American Art
DANC-378 History of Dance and Black Experience
ENGL-311 African-American Literature
ENGL-312 Women’s Literature
ENGL-313 Classics of Western Literature
ENGL-323 Environmental Literature
ENGL-325 The Bible as Literature
ENGL-331 History of Drama
ENGL-341 Expository Writing
ENGL-342 Technical Communication
ENGL-327 Philosophy in Lit (also PHIL-327)
FREN-110, 111, 212, 213 French
GEEN-310 Advanced Communication Skills
GEHI-122 US History to 1865
GEHI-123 US History after 1865
GEMU-280/380 Music and Art
GEMU-480 Music and Art
GEOI-140 Introduction to Philosophy
MUSI-199 Music Appreciation
PHIL-180 Critical Thinking
PHIL-220 Logic
PHIL-275 Ethics
PHIL-290 Business Ethics
PHIL-450 Applied Ethics
SPAN-110, 111, 212, 213 Spanish
SPEE-214 Introduction to Public Speaking

Literature – 3 hours
ENGL-201 Intro to Literature, or any ENGL-literture course
including GEEN-series literature courses

Mathematics – 6 hours (two courses)
GEMA-112 Basic Mathematics 1
GEMA-113 Basic Mathematics 2
MATH-120 College Algebra & Trigonometry 1
MATH-121 College Algebra & Trigonometry 2
Other high-level mass courses are also acceptable

Science – 8 hours - take two 3-hour lectures and two 1-hour labs
AGRI-150 Intro to Environmental Science
GEHI-116 Biological Science
GECH-119 Chemistry and Society
DIET-101 Nutrition – Contemporary Health Issues
GEES-181 Earth Science
GEPH-101 Physical Science
Other science/lab courses are acceptable, but they are usually designed for science majors.

Social Science – 3 hours
CIUS-116 Introduction to Criminal Justice
ECON-100 Basic Economics
ECON-210 Principles of Microeconomics
ECON-211 Principles of Macroeconomics
FACS-201 Consumer Economics
GEPO-150 United States Government
GEPS-124 Introduction to Psychology
POLI-202 Contemporary Political Thought
PSYC-212 Human Growth and Development
GESO-211 Introduction to the Social Sciences
SOCI-101 Introduction to Sociology
SOCI-102 Introduction to Anthropology

Wellness and Health – any two hours is acceptable, either one 2-hour course or two 1-hour courses
HPER-170 Health and Wellness, 2 hrs
HPER-160 Team Sports 1, 1 hr
HPER-161 Team Sports 2, 1 hr
HOPR-165 Personal Fitness
HPER-166 Beginning Swimming
HPER-168 Aerobics and Conditioning
HPER-169 Gymnastics
HPER-171 Lifetime Sports 1
HPER-172 Lifetime Sports 2
HPER-175 Dance as Art

Technology –
If you haven’t taken this yet, take COMM-202
Continuing students may substitute one of the various “Introduction to Computers” courses (offered by various departments with various course names).

Minor or Concentration
Refer to the Mass Communications handout
“Liberal Arts and Sciences” electives. Either find an 18 hour minor, or choose 18 hours from the LAS list.

Restricted Elective – 3 hours
Pick one of the following:
SOCI-317 Methods of Social Research
SPEE-214 Introduction to Public Speaking
AGRI-280 Principles of Geographic Info Systems
ENGL-260 Intro to Film Studies
ENGL-341 Expository Writing
ENGL-342 Technical Communication
Or propose an alternative for your advisor’s approval

Free Electives
These must not be COMM courses. Otherwise, they can be any university-level course.
Liberal Arts and Sciences Electives for Mass Comm Majors

- In general, the LAS electives should introduce students to the history, theory and/or philosophy underlying a discipline. “Skills” classes such as chorus, band, or physical exercise etc. are not included.
- Students completing a Mass Communications degree must have a total of 65 semester hours or more in LAS courses. This may include designated COMM courses within the major. LAS courses are identified with an asterisk (*) on the curriculum guide.
- Mass Communications students may discover an academic area here worthy of pursuing a minor. In many cases, a minor encompasses 18 semester hours. Check with the relevant department for specific requirements to declare a minor. Students may be aware of courses that could qualify for inclusion as an LAS elective – discuss this with your Mass Communications department academic advisor.
- While the course listed here come from the VSU catalog, not every course is offered every semester. Many departments indicate their schedule: F (fall term), Sp (spring term), and Su (summer term), and some courses are available on a two-year rotation only.
- While these are listed as “electives” for Mass Communications majors, students should be aware that these courses are in someone else’s major field of study. As such, these are not “easy” classes, and they will require college-level study and discipline. Some of these courses have prerequisites, so taking a given course without the necessary background training and experience may not be advisable.
- Be cautious about taking classes at the 300 and 400 levels. Consult with the relevant department to determine whether you are adequately prepared for upper-level courses in this particular discipline.
- Definitions: 
  - prerequisite – a course that must be completed successfully before taking the next course;
  - corequisite – a course that must be taken in the same semester
- This list is not exclusive or final. Students are welcome to propose a class for approval. Discuss it with your advisor.

AGEC 140 INTRODUCTION TO AGRIBUSINESS
ENTREPRENEURSHIP - 3 hrs
AGRI 140 INTRODUCTION TO AGRICULTURE - 3 hrs F
AGRI 150 INTRODUCTION TO ENVIRONMENTAL SCIENCE - 3 hrs F, Sp
AGRI 280 PRINCIPLES OF GEOGRAPHIC INFORMATION SYSTEMS - 3 hrs F, Sp
AGRI 290 INTRODUCTION TO REMOTE SENSING - 3 hrs F, Sp
AGRI 295 CONTEMPORARY GLOBAL STUDIES (AND GLOBAL SEMINAR) - 3 hrs Sp
ARAB 110 ELEMENTARY ARABIC I - 3 hrs
ARAB 111 ELEMENTARY ARABIC II - 3 hrs Prerequisite: ARAB 110 or its equivalent
ARAB 212 INTERMEDIATE ARABIC I - 3 hrs Prerequisite: ARAB 111 or its equivalent
ARAB 213 INTERMEDIATE ARABIC II - 3 hrs Prerequisite: ARAB 212 or its equivalent
ARTS 101 DRAWING I - 3 hrs F
ARTS 102 DRAWING II - 3 hrs Sp Prerequisite: ARTS 101
ARTS 104 TWO DIMENSIONAL DESIGN - COLOR THEORY - 3 hrs Sp Prerequisites: ARTS 101, ARTS 103
ARTS 199 ART APPRECIATION - 3 credit hours F, Sp
ARTS 200 ART CRAFTS - 3 hrs F, Sp Introduction to the functional and decorative handicrafts through a variety of media.
ARTS 215 INTRODUCTION TO ANIMATION - 3 hrs F
ARTS 301 F WORLD ART SURVEY I - 3 hrs
ARTS 302 WORLD ART SURVEY II - 3 hrs Sp
ARTS 307 20TH CENTURY ART - 3 hrs Sp
ARTS 403 SURVEY OF AFRICAN-AMERICAN ART - 3 hrs Sp
ARTS 405 SURVEY OF AFRICAN ART - 3 hrs F
ASYM 101 KEYBOARDING - 3 hrs F, Sp
ASYM 130 INTRODUCTION TO MICROCOMPUTERS - 3 hrs F
ASYM 201-202 WORD PROCESSING I and II - 3 hrs Sp
ASYM 301 BUSINESS COMMUNICATIONS - 3 hrs F, Sp
CISY 155 INTRODUCTION TO INFORMATION SYSTEMS - 3 hrs F
CISY 201 MICROCOMPUTER CONCEPTS I - 3 hrs F, Sp
CISY 260 BUSINESS STATISTICS - 3 hrs F, Sp, Su
CJUS 116 INTRODUCTION TO CRIMINAL JUSTICE - 3 hrs F, Sp
CJUS 210 INTRODUCTORY STATISTICS FOR CRIMINAL JUSTICE - 3 hrs F, Sp
CJUS 211 SPSS FOR CRIMINAL JUSTICE/LAB - 1 hr
CSCI 100 INTRODUCTION TO COMPUTER SCIENCE - 3 hrs
DANC 378 HISTORY OF DANCE AND THE BLACK EXPERIENCE - 3 hrs F
DANC 401 AFRICAN/Caribbean DANCE FORMS I - 3 hrs
DANC 402 AFRICAN/Caribbean DANCE FORMS II - 3 hrs
DANC 404 SOMATIC MOVEMENT AND THEATER - 3 hrs
DRAM 113 ACTING - 3 hrs
DRAM 215 STAGECRAFT I - 3 hrs
ECON 100 BASIC ECONOMICS - 3 hrs
ECON 210 PRINCIPLES OF MICROECONOMICS - 3 hrs
EDUC 201 INTRODUCTION TO TEACHING I - 3 hrs F, Sp
ENGL-201 Introduction to Literature - 3 hrs
EDUC 202 INTRODUCTION TO TEACHING II - 3 hrs F, Sp
Prerequisites: EDUC 201 Introduction to Teaching I
ENGL 202 INTRODUCTION TO AFRICAN AMERICAN LITERATURE - 3 hrs
ENGL 210 ENGLISH LITERATURE I - 3 hrs F
ENGL 211 ENGLISH LITERATURE II - 3 hrs Sp
ENGL 212 AMERICAN LITERATURE I - 3 hrs
ENGL 213 AMERICAN LITERATURE II - 3 hrs
ENGL 214 WORLD LITERATURE I - 3 hrs
ENGL 215 WORLD LITERATURE II - 3 hrs Sp
ENGL 301 ENGLISH LITERATURE OF THE MIDDLE AGES - 3 hrs
ENGL 302 ENGLISH LITERATURE OF THE RENAISSANCE - 3 hrs.
ENGL 303 ENGLISH LITERATURE OF THE RESTORATION AND EIGHTEENTH CENTURY - 3 hrs
ENGL 304 ENGLISH LITERATURE OF THE NINETEENTH CENTURY - 3 hrs
ENGL 306 ENGLISH LITERATURE OF THE TWENTIETH CENTURY - 3 hrs
ENGL 307 AMERICAN LITERATURE BEFORE 1800 - 3 hrs.
ENGL 308 AMERICAN LITERATURE OF THE 19th Cent. - 3 hrs
ENGL 309 AMERICAN LITERATURE OF THE 20th Cent. - 3 hrs
ENGL 311 AFRICAN-AMERICAN LITERATURE - 3 hrs
ENGL 312 WOMEN'S LITERATURE - 3 hrs Sp
ENGL 313 CLASSICS OF WESTERN LITERATURE - 3 hrs
ENGL 314 READINGS IN MULTI-CULTURAL LITERATURE - 3 hrs
ENGL 315 AFRICAN LITERATURE - 3 hrs
ENGL 320 HARLEM RENAISSANCE - 3 hrs
ENGL 321 LESBIAN AND GAY LITERATURE - 3 hrs
ENGL 322 POST-COLONIAL LITERATURE - 3 hrs
ENGL 323 ENVIRONMENTAL LITERATURE - 3 hrs
ENGL 324 ANGLO-IRISH LITERATURE - 3 hrs
ENGL 325 BIBLE AS LITERATURE - 3 hrs
ENGL 326/PHIL 326 MYTHOLOGY - 3 hrs
ENGL 327/PHIL 327 PHILOSOPHY IN LITERATURE - 3 hrs
Prerequisite: GEPI 140 or other philosophy course, or permission of instructor(s).
ENGL 331 HISTORY OF DRAMA - 3 hrs
ENGL 332 MODERN DRAMA - 3 hrs
ENGL 333 READINGS IN POPULAR CULTURE - 3 hrs
ENGL 342 TECHNICAL COMMUNICATION - 3 hrs Prerequisites: “C” or better in ENGL 110 and in ENGL 111
ENGL 343 WRITING POETRY - 3 hrs
ENGL 344 WRITING SHORT FICTION - 3 hrs
ENGL 345 WRITING CREATIVE NON-FICTION - 3 hrs
ENGL 351 INTRODUCTION TO LANGUAGE STUDY - 3 hrs F
ENGL 352 BIBLE AS LITERATURE - 3 hrs
ENGL 401 CHAUCER - 3 hrs
ENGL 402 MILTON - 3 hrs
ENGL 403 SHAKESPEARE I - 3 hrs
ENGL 404 SHAKESPEARE II - 3 hrs
ENGL 405 THE ENGLISH NOVEL - 3 hrs
ENGL 406 THE AMERICAN NOVEL - 3 hrs
COMM Course Descriptions

COMM-201 Introduction to Mass Communications – 3 semester hours, Fall, Spring
Analysis of the communications professions through an understanding of their structure and functions, their development, their performance, and the controls exercised over them by various groups and institutions. A survey of newspapers, film, broadcasting, advertising, and public relations.
Prerequisite: ENGL 110 Composition I with a C- or higher.

COMM-202 Introduction to Media Technology – 3 semester hours, Fall, Spring
Orientation to computer skills essential for today’s digital environment in mass communications. Training in file and folder management, electronic messaging, file transfer via Internet and E-mail, and digital editing software for audio, images and video and other emerging technologies.
Prerequisites: ENGL-110, ENGL-111, and COMM-201 with a C- or higher.

COMM-205 Introduction to Journalism – 3 semester hours, Fall, Spring
Working on deadline, students are exposed to the basics of news writing; emphasis on development of interviewing, news writing, and information gathering skills. Accuracy, fairness, and ethical issues in reporting are stressed.
Prerequisites: ENGL-110, ENGL-111, and COMM-201 with C- or higher.

COMM-210 Public Presentation – 3 semester hours, Fall, Spring, Summer
Emphasis on oral and written communications for public consumption. This course prepares students for effective oral delivery, multi-media presentations, and business communications. Students will be video recorded for feedback and improvement in quality of delivery.
Prerequisites: COBU-101 Introduction to Business or COMM-201
Introduction to Mass Communications.

COMM-301 History of African Americans in the Media – 3 semester hours, Spring
An overview of the history and contributions of African Americans in Mass Media. Examines legislation that aids or impacts negatively on the careers of African Americans, and particularly African American women.
Prerequisite: ENGL-110, ENGL-111, and COMM 201 or permission of instructor.

COMM-302 History and Appreciation of Film - 3 semester hours, Fall
Introduction to film history and criticism. Examination of motion picture genres as handled by major directors and analysis of cinema as a narrative art from beginnings to the present day. Weekly screening and discussions of important motion pictures not only as art but as they reflect and affect our times.
Prerequisite: ENGL-110, ENGL-111, and COMM 201 or permission of instructor.

COMM-303 History of Print and Online Technology - 3 semester hours, Fall
A historical review of the development of early print media into newspaper journalism and an analysis of the impact that on-line technology has had on the practice of journalism. Open to non-majors.
Prerequisite: ENGL-110, ENGL-111, and COMM 201 or permission of instructor.

COMM-304 History of Broadcasting - 3 semester hours, Spring
A detailed exploration of the historical development of radio, television, and film as mass media, with emphasis on their structure, economics, and programming. Open to non-majors.

COMM-310 Media Writing Lab – 3 semester hours, Fall, Spring
Students practice advanced news writing for newspapers, magazines and on-line publication. They further refine the skills learned in COMM-205.
Prerequisites: ENGL-110, ENGL-111, COMM-201, COMM-202 and COMM-205.

COMM-311 Writing for Broadcast – 3 semester hours, Fall, Spring
An introductory broadcast writing course designed to familiarize students with script formats and various types of broadcast writing. While students will learn proper techniques of copy-writing employed in both television and radio production which includes documentary and continuity writing, emphasis is placed on broadcast news writing. Students will be required to write broadcast news stories as well as a variety of the radio and television copy.
Prerequisite: COMM, 202, COMM-205

COMM-312 Media Research – 3 semester hours, Fall, Spring
Students will be introduced to research skills and techniques as they apply to the mass media industry. Students will perform basic field research, learning survey construction and data analysis techniques used in the industry.
Prerequisite: ENGL-110, ENGL-111 and COMM-201, COMM-202 with C- or higher.

COMM-314 Photojournalism – 3 semester hours, Fall, Spring
Emphasizes the basic elements of photography for the mass media, including print and on-line journalism, advertising, public relations, and television. The emphasis is on the photojournalistic value of truth-telling rather than creating a fantasy or illusion. Student learns how to compose, shoot, and edit using digital still cameras and associated computer software. This course includes foundation skills for shooting video. Open to non-majors.
Prerequisites: COMM 201, COMM-202; open to non-majors with permission of the instructor.

COMM-321 Public Relations 1 – 3 semester hours, Fall, Spring
An overview of the principles, policies and research methods, as well as the historical and contemporary practices of public relations in business, government, associations, and other organizations; analysis of public relations programs, ethics of public relations practice, and options of career opportunities.
Prerequisite: COMM-201, MCOM-205

COMM-322 Public Relations 2 – 3 semester hours, Fall, Spring
Practice in media relations; the development of professional writing skills with emphasis on social media campaigns, external and internal communications: press releases, public service announcements, publication design, employee communications, speech writing, audio visual presentations, and news conferences.
Prerequisite: COMM-321
COMM 324 Public Relations Practicum – 3 semester hours, Fall, Spring

Workshops, guest speakers, and in-class exercises equip students to research, design, implement and complete public relations projects for community-based organizations. PR professionals from corporations and non-profits serve as guest lecturers, establishing a foundation from which students develop a Social Responsibility Report (hands on) and PR Case Study research paper.

Prerequisite: COMM 322

COMM 326 Organizational Communication – 3 semester hours, Fall, Spring

This course covers issues and processes used by public information officers and public relations officials in connecting a corporation or public figure with the public served.

Prerequisites: COMM-205, and either COMM-311 or COMM-351

COMM 331 Audio Production – 3 semester hours, Fall, Spring

The study and practice of basic concepts, skills, and techniques involved in audio for broadcast and recording studios. Emphasis is on equipment skills, especially digital audio editing and audio console controls. The class also covers announcing techniques and writing for broadcast. This course lays the foundation for the audio component of video production and digital editing techniques.

Prerequisites: COMM-201, COMM-202, and COMM-205; open to non-majors, with permission of the instructor.

COMM 341 Television Production – 3 semester hours, Fall, Spring

A production course designed to familiarize students with the basic fundamentals of operating audio and video equipment in a TV studio environment and to provide a basic understanding of television system operation, production techniques, television terminology, crew responsibilities, and visual aesthetics.

Prerequisites: COMM-314, and COMM-331

COMM 342 Advanced Television Production – 3 semester hours, Fall, Spring

A continuation of COMM 341. This course is designed to expose students to the fundamentals of electronic field production (EFP) and electronic news gathering (ENG). Emphasis is placed on treatment and script development, visual aesthetics, analog and digital technology, pictorial continuity, and non-linear video editing techniques. Students will develop treatments, scripts, and storyboards in addition to producing and editing several short video projects such as public-service announcements, video promotions, and news packages. The course includes study and practical experience in television production, including television programming, Planning and videotaping of students’ projects.

Prerequisite: COMM-341

COMM 351 – Print and On-Line Media Journalism – 3 semester hours, Fall, Spring

Students practice writing for on-line publications and assess the practicality of photos and graphics.

Prerequisites: COMM-201, COMM-202, and COMM-205

COMM 352 – Print and On-Line Media Production – 3 semester hours, Spring

This course is a continuation of COMM-351. Students learn to build web pages typical of those used by on-line publications and media professionals, using both text and graphics.

Prerequisite: COMM-351

COMM 354 Copy Editing - 3 semester hours, Fall

Emphasis on journalistic desk work; editing stories, headline writing, typography, layout functions and relationships. Prerequisites:

COMM-201, COMM-205, and COMM-351

COMM 360 Writing for Filmmaking – 3 semester hours, Fall, Spring

A screenwriting course designed to familiarize students with the basic structure and dynamics of short-film and feature-film screenplays. The course will focus on the aesthetics of cinematic storytelling, presenting visual grammar in combination with dialogue and narrative. The course will also examine the structure of the feature-length screenplay, beginning with a treatment and culminating with generating the “first act” of a film script.

Prerequisite: Open to non-majors, with permission of the instructor.

COMM 361 Film Genres – 3 semester hours, Spring

The study of a variety of film styles/genres such as westerns, musicals, melodramas, action, mystery, comedy, and horror. Focuses on themes, conventions, and narrative trends associated with particular genres, placing a strong emphasis on analyzing their influence on other film genres and on other forms of creative expression. Since the specific genres to be explored will vary, the course may be repeated for up to six credit hours as allowed by the department. May be cross-listed as ENGL-361 Film Genres.

Prerequisite: COMM-302 or permission of instructor.

COMM 371 Media Technology Workshop – 1 to 3 semester hours, Fall, Spring, Summer

This is an opportunity for students to learn more about the equipment and technology in mass communications. Students may be assigned to studio construction or maintenance tasks, or working on specific special events, for which they will receive training and academic credit. May be repeated for up to three semester hours.

Prerequisite: Open to non-majors, with permission of the instructor.

COMM 381 Media Creative Project – 1 semester hours, Fall, Spring, Summer

Students enrolled in this course must prepare a proposal for a significant creative work, and they must secure permission from a faculty sponsor. Typical projects might include an audio or video documentary, a book writing project, a series of magazine articles, a substantial Web page design, a sizable photo portfolio, etc. The student should seek a faculty sponsor for this course, such that a good match exists between the student’s area of interest, the job site, and the faculty sponsor.

Prerequisites: Junior or senior standing, and prior approval of faculty sponsor.

COMM 383 Service Learning Project – 1 semester hour, Fall, Spring, Summer

Students enrolled in this course will participate in an on-campus or community-centered activity, relating some aspect of mass communications with community needs. A typical project might be to help school children develop multi-media presentations; serve as a resource person for school media projects, etc. The student should seek a faculty sponsor for this course, such that a good match exists between the student’s area of interest, the job site, and the faculty sponsor’s areas of expertise.

Prerequisites: Permission of faculty sponsor, and prior approval of job site supervisor.

COMM 389 Special Topics in Mass Media – 3 semester hours, Fall, Spring, Summer

Working under direction of a professor, a student explores a specific area or field relating mass communications.

Prerequisites: COMM-201, COMM-202, COMM-205, Junior standing, and prior approval of the instructor.
COMM-391 Graduate School Preparation 1 – 3 semester hours, Fall, Spring, Summer
Students who anticipate attending graduate school will receive orientation to the academic rigor expected for post-college studies. Students will investigate graduate programs appropriate to their interests and training, becoming familiar with entrance requirements and courses likely to be encountered. The course will culminate in preparing and defending a graduate-level research paper, including following the requisite writing style guide, such as MLA or APA.
Prerequisites: COMM-201, COMM-202, COMM-205, either COMM-311 or COMM-351, completion of a college-level research and statistics course such as SOCI-317, Junior or senior standing, and approval of the student’s academic advisor.

COMM-411 Field Observation in Mass Media – 1 semester hour, Fall, Spring, Summer
This course gives students the opportunity to observe media practitioners in the workplace. Students will keep journals of their observations. Students are expected to document at least 30 hours of on-site observation using journal entries, photography, audio or video recordings, as appropriate to their assignment, using these materials to prepare a comprehensive report of the experience. If circumstances permit, the student is allowed to perform work on the job site. The student should seek a faculty sponsor for this course, such that a good match exists between the student’s area of interest, the job site, and the faculty sponsor’s expertise.
Prerequisites: Junior standing, permission of faculty sponsor, prior approval of job site supervisor.

COMM-413 Media Argumentation and Debate – 1 semester hour, Fall, Spring, Summer
Students will learn the art and technique of argumentation and debate and participate in debates on controversial issues affecting media professionals. Prerequisites: Junior or senior standing. Open to non-majors, with permission of instructor.

COMM-415 Media Management – 3 semester hours, Fall, Spring, Summer
Students will be prepared for future management positions in the broadcast media, through the study of concepts and principles of media management. Students will examine how media companies function today, and how students can prepare themselves as future managers, producers or talent agents.
Prerequisites: COMM-201, COMM-202, COMM-205, and Junior or Senior standing.

COMM-417 Mass Media Laboratory – 1 semester hour, Fall, Spring, Fall, Spring, Summer
Mass Media labs will supplement the content of mass communications lectures. The laboratory is designed to help students develop their specific communication skills and apply theories through various exposure and/or experiences. It will help mass communications students become more informed and be discerning media consumers. Laboratories are break-out sessions that will be hosted by different faculty members or guests who will provide an additional syllabus and a 1 credit grade. The sessions are based on the content of the associated class lecture (journalism lab, advertising lab, discovery lab, leadership development lab). The instructor will have a schedule of assignments, readings, field trips and discussions planned for students.
Prerequisites: For Mass Communications majors only.

COMM-419 Popular Culture – 3 semester hours, Fall, Spring
This course surveys the history of popular culture, media effects on society, theories surrounding media criticism, and current topics and trends. Students will be expected to study and critically analyze mass media artifacts and texts.
Prerequisites: COMM-205 and Junior standing. Open to non-majors with permission of the instructor.

COMM-431 Advanced Radio Production – 3 semester hours, Spring
A continuation of COMM-331; further study and practical experience in advanced audio production techniques, including radio station programming, television studio audio control, recording studio and venue sound reinforcement requirements. Student projects will focus on various types of productions done at both commercial and noncommercial stations. Open to other majors with permission of instructor.
Prerequisite: COMM-331 Audio Production or permission of instructor.

COMM-445 News Production – 3 semester hours, Fall, Spring
This is an advanced-level broadcast production course designed to provide students with practical experience in developing, producing, and directing a broadcast-quality 15-minute television newscast. Based upon previous experience, students will be assigned to perform a number of different functions such as researching topics, writing broadcast scripts, formatting and timing show segments, shooting and editing video, serving as talent, and producing video packages. Each student is required to write and produce segments of the newscast on a weekly basis and well as performing other assigned tasks such as operating production equipment. This course requires a large amount of work outside of class.
Prerequisites: COMM-311, COMM-331, COMM-341, COMM-342, or permission of the instructor.

COMM-473 Multi-Media Technologies – 3 semester hours, Fall, Spring
A practical application of new technology, including computer and digital technology, interactive media, telecommunications, and virtual reality. The course gives students familiarity with current media technologies used to produce, store and share sound, image and video files, and in the production of Web design and Web-based publishing. Open to non-majors with permission of the instructor.
Prerequisites: COMM-201, COMM-202, and Junior or Senior standing and permission of instructor.

COMM-475 Broadcast Engineering Certification – 3 semester hours
This course is designed for both Mass Communications and Electrical Engineering students who are focused on the technical aspects of broadcast technology. Students will survey broadcast technology and the particular demands placed on combining audio and RF environments. Students are to work toward formal certification, such as an FCC General Radiotelephone Operator’s License, the certification by the Society of Broadcast Engineers, or the Technician Class Amateur Radio License.
Prerequisite: Permission of instructor.
COMM-465 Cinematography – 3 semester hours, Fall, Spring
This is a hands-on course designed to expose students to the fundamentals of single-camera production for film and television and to develop a basic understanding of filmmaking and videography. Emphasis is placed on drama script and storyboard development, shot selection, pictorial continuity, and basic video editing techniques and aesthetics. Students will develop treatments, scripts, and storyboards and produce a short dramatic film project.
Prerequisites: COMM-314, COMM-371, COMM-373, and Junior or Senior standing.

COMM-490 Media Law and Ethics Survey – 3 semester hours, Fall, Spring
A study of legal issues and constitutional freedoms affecting the mass media, with emphasis on libel, copyright labels, FCC rules and regulations, the principles of professional ethics, and the social responsibility of mass communications.
Prerequisites: COMM-201, and Senior standing

COMM-491 Graduate School Preparation 2 – 3 semester hours
Students who anticipate attending graduate school will receive orientation to the academic rigor expected for post-college studies. Students will apply to one or more graduate programs appropriate to their interests and training, and they will prepare for and may take the relevant entrance exam, such as the GRE. As a continuation of COMM-391, this course will include further training in preparing and defending a graduate-level research paper, including following the requisite writing style guide, such as MLA or APA.
Prerequisites: COMM-391, Senior standing

COMM-497 Internship in Mass Media – 3 or 6 semester hours, Fall, Spring, Summer
Supervised work experience in mass media with emphasis on practical application of classroom concepts. Minimum of 120 hours of assigned work, typically spread across four weeks or more, to receive (3) units of academic credit under the direction of the Internship Supervisor on-site. Regular mandatory meetings with the Mass Communications Internship Coordinator; weekly written reports, site evaluations, mid-term report and a final report. Mandatory class schedule with Mass Communications Internship Coordinator as specified in the course syllabus. A second internship with a significantly different assignment may be conducted for an additional three semester hours, with approval of the internship coordinator and faculty advisor.
Prerequisites: Senior standing and prior approval and permission of the Mass Communications Internship Coordinator.

COMM-498 Senior Thesis in Mass Communications – 3 semester hours, Fall, Spring, Summer
The senior thesis is a major creative project, produced to professional standards. It may consist of a film, video, screenplay or television script, research paper, or major public relations campaign or press kit package, or an exhibition portfolio of photographs, audio or video productions, or other project. Students anticipating a senior thesis project should begin planning in the junior year. A senior thesis must be arranged in advance, incorporating the sponsorship of a faculty member with appropriate expertise to oversee the project, and with the permission of the department chair. The department will retain a copy of the thesis project in its archives. Students doing a senior thesis project should expect to defend it before a review committee.
Prerequisites: By permission only, with approval of the student’s academic advisor, a sponsoring faculty member, and the chair.

COMM-499 Senior Seminar in Mass Communications – 3 semester hours, Fall, Spring, Summer
A capstone course for Mass Communications majors focused on reading and researching selected topics in mass communications; designed to integrate knowledge in the various areas of mass communications and to prepare students to take exit examination, produce a portfolio, and gain experience in research and oral presentation.
Prerequisite: To be taken in the last semester of a student’s Mass Communications curriculum.
Minor in Mass Communications – 18 semester hours

Description:

- The minor in Mass Communication totals 18 semester hours.
- Nine hours are prescribed, with some freedom of choice
- The other nine hours are electives, to be determined in collaboration between the student and a mass communications faculty advisor

1. Required: COMM-201 Introduction to Mass Communications – 3 semester hours

2. Required: COMM-205 Introduction to Journalism

3. Choose one from this list of Professional Foundations classes – 3 semester hours:
   - COMM-311 Writing for Broadcast
   - COMM-321 Public Relations I
   - COMM-351 Print and On-Line Media Journalism
   - COMM-371 Writing for Filmmaking

4. Choose one from this list of media history classes – 3 semester hours:
   - COMM-301 History of African Americans in the Media
   - COMM-302 History and Appreciation of Film
   - COMM-303 History of Print and Online Technology
   - COMM-304 History of Broadcasting

5. Required: COMM-490 Media Law and Ethics Survey (senior standing required) – 3 sem hrs.

6. COMM elective – 3 semester hours – see note below about COMM electives

Note: COMM electives for minors:
Students pursuing a minor in Mass Communications should exercise care in selecting the elective. Many of our classes have prerequisites, and these requirements should be followed to avoid thrusting the student into unfamiliar ground.

It is possible to take three one-hour COMM electives to satisfy the three-hour elective requirement.