

DEPARTMENT OF MASS COMMUNICATIONS

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Department Overview

The Department of Mass Communications at Virginia State University program is one of the most sought-after majors at the University. We offer the **Bachelor of Arts (B.A.) in Mass Communications** degree with four concentrations: **Radio/Television, Public Relations, Journalism, Print Media**. Mass Communications has become one of the fastest growing departments at VSU, offering unique skillsets and opportunities in our undergraduate and graduate programs. The bachelor's program focuses heavily on new media and technology, with lots of chances for students to gain practical experience. Our students learn using state-of-the-art audio and video equipment in our labs, as well as by working on projects with clients on the VSU campus and beyond, including Minor League Baseball and the U.S. Army, an annual field trip to media outlets like ESPN in Washington, D.C., and an annual symposium round out our students' experiences.

An internship is required in the bachelor's program, with a variety of unique, hands-on learning experiences available. Students also have the opportunity to work on the staff of VSU's student newspaper (The Statesman), at our radio station (WVST) or at our revamped television station.

Mission Statement

The mission of the VSU Department of Mass Communications is to pursue excellence while preparing and inspiring student leaders to be transformative global media innovators who are adept at traditional and emerging communication technologies and prepared for evolving mass communication careers.

Degree Highlight Information

Mass Communication is a diverse and dynamic field that offers a wide range of rewarding career opportunities. Professionals in this industry play a crucial role in shaping public perception, disseminating information, and driving impactful communication strategies for various organizations.

Whether your strengths lie in strategic planning, creative storytelling, interpersonal connections or media production, a communications degree will certainly not limit your potential. Communication professionals are integral to shaping public perception, crafting compelling messages, and bridging gaps between organizations and their audiences. Earning a communications degree opens doors to career

opportunities across various sectors, from media and marketing to journalism and public relations.

Now, more than ever, there is a need for media specialists to report, create the messages, support media literacy, and democracy throughout the world. While specific salary figures may vary based on factors like location, experience, and industry, the following list outlines some of the highest paying jobs in mass communication worldwide:

- Advertising Executive
- Public Relations Manager
- Content Strategist/Creator
- Broadcast News (Reporter, Anchor, Producer, Production)
- Social Media Manager
- Film & Video Producer
- Editor
- Organizational Communication
- Speech Writers
- Crisis Communications
- Sports Media

Accreditation Information

The Department of Mass Communications is actively preparing for accreditation with the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC).

Department Goals

In the Department of Mass Communications, our dedicated faculty and staff members have a wealth of professional expertise and creativity to share with students. Our accomplished communication professionals have diverse and interesting backgrounds in film, television, broadcast news, audio and music, radio, public relations and print media. Our vision is to become a leader in media education - emphasizing both scholarly and experiential experiences. We are steadily building as we are upgrading our technology and coursework to all possible best practices within our discipline.

Develop knowledge, skills, techniques, to include broadcast, multimedia, film (cinematography/sound/writing), sports, podcasting, AI, emerging media. We also provide a pathway to graduate school opportunities by including an understanding of communication theories, media history and practices. Courses will also include legal and ethical media issues.

Program Listings

Bachelor of Arts (B.A.) in Mass Communications

The Mass Communications curriculum provides flexibility with Professional Development Courses, so that students may shape a concentration that works best for their needs. All students are required to complete an internship in a professional setting. An additional internship

is possible. Students may opt to take preparation in graduate school, prepare a significant media project, and write a scholarly senior thesis.

Course Requirements: Students must maintain at least a 2.0 GPA in all courses and earn at least a "C" in all COMM courses to continue in the degree.

Major(s)

- Mass Communications, Bachelor of Arts (B.A.) (<http://catalog.vsu.edu/undergraduate/college-humanities-social-sciences/department-mass-communications/mass-communications-major-ba/>)

MASS COMMUNICATIONS

Course Descriptions

COMM 201 INTRODUCTION TO MASS COMMUNICATIONS - 3 semester hours

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.

COMM 202 INTRODUCTION TO MEDIA TECHNOLOGY - 3 semester hours

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

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

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 or COMM-201

COMM 231 CRITICAL LISTENING – 3 semester hours

Students to learn, measure, analyze and discuss sound more accurately. Topics include frequency recognition, anatomy and physiology of the ear, acoustics, audio data compression, and musical form and arrangement. Regular ear training exercises are included to improve listening skills.

Prerequisites: MUSI 294

COMM 301 HISTORY OF AFRICAN AMERICANS IN THE MEDIA - 3 semester hours

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

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

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

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

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

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 various type of radio and television copy.

Prerequisite: COMM-202, COMM-205

COMM 312 MEDIA RESEARCH - 3 semester hours

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

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

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, COMM-205

COMM 322 PUBLIC RELATIONS 2 - 3 semester hours

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

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

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

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 332 INTRODUCTION TO LIVE SOUND – 3 semester hours

This course introduces the concepts and practices of live sound engineering, including analog console functionality, system preparation, system management and operation. Additional focus on microphone techniques, monitoring and mixing for live sound.

Prerequisite: MUSI 294 or COMM 331

COMM 333 Pro Tools I - 3 semester hours

This course provides the foundational skills necessary for basic recording, mixing and editing within the Pro Tools environment. Students learn file structure, edit functions, time scale and ruler views, session configuration, recording and managing audio, importing audio, and much more.

COMM 334 Pro Tools II Music - -3 semester hours

This course builds intermediate Pro Tools skills that are necessary in music production. Students learn the components of an HDx system, advanced mixing and editing options, the use of alternate production tools, time operations, alignment techniques, writing and editing automation, and more.

Prerequisite: COMM 333

COMM 337 – PRO TOOLS 201 - 3 semester hours

This course covers the core concepts and skills needed to operate a digital audio system in a professional studio environment. Students will be introduced to professional audio systems as well as control surfaces. Students will go into greater depth into concepts such as automation, editing, mixing and session management. Experience will be gained through a series of class exercises and project files.

Prerequisites: COMM-336, COMM-333, MUSI-378

COMM 338 - FUNDAMENTALS OF POST - 3 semester hours

This lab offers foundation level training in audio post-production for TV, film, and other media. Processes such as dialogue editing, ADR, sound effects editing and design, Foley recording, music editing and mixing (re-recording) are investigated in lecture and practiced through personal lab projects. Through a series of project-based lab activities, students will learn how to place Foley effects, edit and replace dialog (ADR), spot and edit sound effects and music, prepare temp mixes, and create a final mix for delivery, complete hands-on-projects involving editing and mixing audio for video in the Pro Tools environment.

Prerequisites: COMM-337

COMM 338L FUNDAMENTALS OF POST LAB – 2 semester hours

This lab offers foundation level training in audio post-production for TV, film, and other media. Processes such as dialogue editing, ADR, sound effects editing and design, Foley recording, music editing and mixing (re-recording) are investigated in lecture and practiced through personal lab projects.

Prerequisites: COMM 333, COMM 357

Corequisite: COMM 338

COMM-341 TELEVISION PRODUCTION – 3 semester hours

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-371

COMM 342 ADVANCED TELEVISION PRODUCTION - 3 semester hours

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

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

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

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

A screen writing 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

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. Cross-listed as ENGL- 361 Film Genres.

Prerequisite: COMM-302 or permission of instructor.

COMM-371 MEDIA TECHNOLOGY WORKSHOP – 1 to 3 semester hours

This is an opportunity for students to learn more about the equipment and technology in mass communications. Students will learn to properly shoot and edit video as well as become familiar with the television studio. Students may also be assigned to studio construction or maintenance tasks, or working on specific special events, for which they will receive training and academic credit. Course may be repeated for up to three semester hours.

Prerequisite: COMM-202; open to non-majors, with permission of the instructor.

COMM 374 COMMUNICATION GRAPHICS - 3 semester hours

This course uses photo editing tools and typography to effectively design layouts for print media and advertising. It covers the basic knowledge of computer graphics software Adobe Photoshop and Adobe InDesign as well as various printing processes.

Prerequisites: COMM-201, COMM-202

COMM 375 THE CREATIVE PROCESS IN ADVERTISING - 3 semester hours

An in-depth approach to developing creative advertising for various media, with an emphasis on print. Focus is on the importance of creativity in advertising. This practice is applied to the development of original, strategically-sound, advertising campaigns.

Prerequisites: COMM-201, COMM-202, and COMM-374

COMM-376 THREE-DIMENSIONAL DESIGN FOR MASS MEDIA - 3 semester hours

The course will introduce the student to the basic elements of three-dimensional design as they apply to video and other recorded media. These will be placed in context with such factors as emotional appeal,

scale, unity and balance. Student will do projects involving the basic elements of form, exploring how these elements can be utilized to design and create objects that are both esthetically appealing and structurally sound, while meeting prescribed criteria. The course will consist of slide lectures, discussions, and studio projects.

Prerequisites: COMM-201

COMM 377 IMPACT AND MEDIA – 3 semester hours

This course involves the study of cross-platform on-camera and information gathering techniques and procedures used to craft news, entertainment, and sporting programs and stories and how their emotional impact upon TV and radio audiences. Additionally, students will learn to apply lighting techniques, color and shot angles to communicate emotions of what is being shown. Joy, Pain, Fear and empathy are but a few emotions that will be explored and produced for this course. Students will do projects involving emotional elements to understand their impact and utilize them successfully as a communication tool. The course will consist of slide lectures, discussions, and studio projects.

Prerequisite: COMM 331, 341.

COMM 381 MEDIA CREATIVE PROJECT - 1 semester hour

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

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 students are 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

Working under direction of a professor, a student explores a specific area or field relating to 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

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

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

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

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 Senior standing

COMM 417 MASS MEDIA LABORATORY - 1 semester hour

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 418 PERFORMANCE IN POPULAR CULTURE - 3 semester hours

This course will study the development of popular music and its African American roots and heritage. The study begins with the remnants of African musical traits that survived slavery and traces them through blues, ragtime, jazz, blues and rhythm and blues, and on into rap and hi-hop and other movements. The discussion will focus on the musical traits of each, the relationship to African American popular music, and the societal effects on the music as well as the music's effect on society.

Open to non-majors.

COMM 419 POPULAR CULTURE - 3 semester hours

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 AUDIO PRODUCTION - 3 semester hours

A continuation of COMM-331 Audio Production; 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 non-majors with permission of instructor.

Prerequisite: COMM-331 Audio Production or permission of instructor.

COMM 432 APPLIED STUDIO TECHNIQUES – 1 semester hour

Investigates audio fundamentals, microphone techniques, signal flow, common recording technologies, and studio operation procedures.

Prerequisite: COMM 332 or Permission of Instructor

Corequisite: COMM 432L

COMM 432L APPLIED STUDIO TECHNIQUES LAB – 2 semester hours

Students learn microphone, console, and session management techniques by recording live performers. In personal labs, students hone mixing and recording skills.

Prerequisite: COMM 332

Corequisite: COMM 432L

COMM 433 ADVANCED AUDIO POST – 3 semester hours

Students gain further experience in the production of audio for visual medias. Students complete extensive projects and receive significant studio time to record, edit, and mix sound effects, Foley, dialogue, and music.

Prerequisites: COMM 378, COMM 378L

COMM 445 NEWS PRODUCTION - 3 semester hours

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

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

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

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-496 Internship in Mass Media – 3 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 497 INTERNSHIP IN MASS MEDIA - 3 semester hours

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-499 SENIOR SEMINAR IN MASS COMMUNICATIONS - 3 semester hours

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.