

# (MC) MASS COMMUNICATIONS

## Courses

### MC 101. Introduction to Mass Communications. 3 Hours.

Explore the evolution of the communications industry by studying the history of radio, television, print, film and computer technologies. This course also examines the legal issues of broadcasting and facility management, FCC Rules and Regulations and professional responsibilities and expectations. Students research the past and present trends of the media and incorporate their findings into their studies.

### MC 102. Radio Station Operations. 3 Hours.

This is a practical course introducing the student to the operation of radio broadcasting equipment, production, and regulations. Projects are designed to provide students with beginner level skill in the operation of audio consoles, microphones, computers and editing. Completion of this course will also prepare students for working at WHSN 89.3 FM.

### MC 127. Intro to Sports Journalism. 3 Hours.

This is the NESCom gateway course to sports journalism. Alongside coursework designed to develop basic reporting and writing skills, this course introduces students to the practice of sports journalism. Students will learn the history of sports journalism and deepen sports knowledge and sports reporting skills in preparation for play-by-play, sportscast production, interviewing techniques and sports information. The course includes intensive critique in the work of current sports media landscape.

### MC 199. Topic/. 1-6 Hour.

This course listing is intended to provide the opportunity for faculty to offer courses of interest in Mass Communications that would not normally be part of the University curriculum.

### MC 202. Advanced Radio Applications. 3 Hours.

In this course, students expand upon the skills learned in Station Operations I by adding automation, voice tracking, emergency alert system equipment, transmitters, and remote broadcast equipment. FCC technical requirements are also covered. Coursework is closely related to the campus radio station, WHSN-FM, including early preparation to be an on-air operator. Prerequisite(s): MC 102.

### MC 236. History of Mass Communications. 3 Hours.

This course is a consideration of the inventions, events, and people that have shaped and influenced journalism in the United States, and how mass media and the practice of journalism, in particular, have shaped American history. The course follows the history and contributions of American journalism from colonial times to the Web, in the context of the technical, economic, political, and cultural aspects of American society. Prerequisite(s): MC 101.

### MC 255. Sports Play-by-Play. 3 Hours.

This course covers knowledge and skills to focus specifically on the sports play-by-play and color commentary skills for live broadcasting. Students will learn how to prepare for a game broadcast and then learn how to broadcast on-air various mediums including TV, Streaming and Radio.

### MC 299. Topic/. 1-6 Hour.

This course listing is intended to provide the opportunity for faculty to offer courses of interest in Mass Communications that would not normally be part of the University curriculum.

### MC 301. Career Preparation. 1 Hour.

This course sets students up with all the techniques needed to communicate to prospective employers. Learn effective ways to write cover letters, resumes and produce attention-getting audition tapes (radio and video). Students may even meet a future employer because media professionals conduct mock interviews in this course. Prerequisite(s): College Level=Senior.

### MC 324. Professional Blogging for Business & Communication. 3 Hours.

This course explores the evolution of professional relationships and brand identity through the lens of blogging. Students will move beyond basic content creation to analyze the features that shape audience dynamics. Students will evaluate the effects of specific communication elements. Through metrics and SEO strategies, students will learn to diagnose communication gaps and develop sophisticated content frameworks to better connect the writer with their audience. This course prepares students to think both critically and strategically about blogging as a vital, high-stakes channel for professional communication. Prerequisite(s): EH 124.

### MC 332. Mass Communications Internship II. 1-9 Hour.

In this experiential course, the student serves as an intern with a business or non-profit organization. This placement may be in the public or private sector and is governed by an agreement signed by the student, the professional organization supervisor, and the internship director. The experience must have a strong communications element related to the student's major. Students are expected to be sufficiently motivated to seek out their own placement site with some guidance from the internship director.

### MC 400. Ethics in Media. 3 Hours.

Ethics are part of every aspect of life. In this course, students learn the decision making process of applying ethical practices to the media while enjoying exciting classroom debates and projects that explain the journalist's ethical responsibility. The course utilizes current events along with supplemental textbook cases. Prerequisite(s): College Level=Senior.

### MC 437. Producing and Hosting a Show (Content Creation). 3 Hours.

This course covers knowledge and skills necessary to produce and host a weekly 15 to 30 minute show, featuring local, regional and/or national content. Students produce shows for radio and television, and possibly for the web. This course is an opportunity for students to hone their reporting, writing, producing, and performance skills to create a show that looks and sounds good for a potential audition reel. Prerequisite(s): MC 227 and MC 360.

### MC 438. Producing and Hosting a Public Affairs Show. 3 Hours.

Essentially a capstone experience for students in the broadcast journalism concentration, this course draws on the reporting, writing, interviewing, and producing skills students have developed in lower level courses, to produce long-form public affairs programs for radio and television, and for airing online, on WHSN Radio, and on the NESCOM BROADCAST NETWORK. Prerequisite(s): College Level=Sophomore or College Level=Junior or College Level=Senior.