

MASS COMMUNICATION

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The Department of Mass Communication combines into a single liberal arts program tracks in Broadcasting, Print Journalism, and Public Relations.

Students will choose academic courses in the specific track selected—Broadcasting, Journalism, or Public Relations—and enjoy opportunities to become involved with WNCP-TV, the University's public affairs television station, or *The Pine Needle*, the campus newspaper.

All students enrolled in the Mass Communication program take 15 hours of core major courses, including an internship in their track.

BACHELOR OF SCIENCE IN MASS COMMUNICATION

Requirements for a Bachelor of Science Degree in Mass Communication (Broadcasting, Journalism, Public Relations)	Sem. Hrs.
Freshman Seminar	1
General Education Program	44
Core Major Courses: MCM 2100, 2400, 4050, 4130, 4360	15
Courses required for Track*	18-24
Electives	36-42
	Total: 120
*Broadcasting Track	
BRD 1600, 1610, 1620, 2610, 2600, 3600, 4600, 3150, 3130 or 3140	
	Total: 21
*Journalism Track	
JRN 3010, 3050, 3060, 3170, 3200, 3400, 4100, 4600	
	Total: 24
*Public Relations Track	
PRE 2200, JRN 3010, PRE 3500, 4070, 4090, 4600	
	Total: 18
MINORS	
Requirements for a Minor in Broadcasting	
Required Courses: MCM *2100, *2400; BRD 1600, 1610, 1620, 2600, 3150	17
Elective: 3 additional hours from the following: BRD 2800, 3130, 3140, 4160, 4200; MUS 3580	3
	Total: 20
Requirements for a Minor in Journalism	
Required Courses: MCM *2100, *2400; JRN 3010, 3060, 3400	15
Elective: 3 additional hours from the following: JRN 3050, 3090, 3170, 3200, 3250, 4050, 4100, 4200, 4600	3
	Total: 18
Requirements for a Minor in Public Relations Communication	
Required Courses: MCM *2100, *2400; JRN 3010; PRE 2200, 4070	15
Elective: 3 additional hours from the following: PRE 2700, JRN 3200, PRE 3450, 3500, 4090, 4150, 4200, 4600	3
	Total: 18

*MCM majors must take an additional 6 hours of BRD, JRN, or PRE courses, depending upon the minor, to compensate for MCM 2100 and 2400 already applied to their major.

Requirements for a Minor in Media Integration Studies

Required Courses: ART 1450, BRD 3800, 4580, 4800	12
Electives: 6 additional hours (2 courses) from the following:	
PHI 1020, SOC 2200, ENG 2900, MCM 2100, ART 2500, BRD 2800, MUS 3580	6

Total: 18**COURSES****MASS COMMUNICATION (MCM)****MCM 2100. Introduction to Mass Communication**

Examination of channels used to communicate with mass audiences in the United States, with emphasis on developments in books, newspapers, magazines, film, radio, television, and the World Wide Web. Includes news, advertising, public relations, New Media, and global communications concepts and the social, cultural, political, and economic impacts of media on society. Controls on media will be described, and media theories will be explored. Credit, 3 semester hours

MCM 2400. Writing for the Media

An introduction to mass media writing formats, styles, and conventions for print journalism, broadcasting, and public relations. The basic formats, techniques, and professional principles needed to develop skills in writing news stories, press releases, broadcast, advertising, and Web copy. Credit, 3 semester hours. PREREQ: ENG 1050.

MCM 3000. World Media

This course compares mass media systems in select countries or regions to reveal differences and similarities in purpose, economy, regulation, and reception by their national and international audiences. Theories of media and society, including normative theories of media, are related to the diverse cultural traditions and political regimes in which mass communication occurs around the world. Credit, 3 semester hours. PREREQ: MCM 2100 or GGY/ WLS 2000 or PLS/WLS 2510

MCM 3100. New Media of Mass Communication

An introduction to the emerging media of mass communication that employ online and social media technologies, including best practices and theoretical perspectives as they are used in the operations of converged media industries, including news and entertainment environments. The course introduces systems such as blogging and micro-blogging, social networking, image and video sharing, collaborative wikis, digital storytelling, virtual reality worlds, and others along with the concepts of citizen journalism, rich media, and other contemporary topics. The course also investigates ethics and diversity issues surrounding the technologies and their social, cultural, and political impact. Credit, 3 semester hours.

MCM 3600. Media and Society

An examination of how communication media operate as industries, makers of meaning, and shapers of our public world. Although the course focuses on the United States, attention is given to globalization of media institutions, texts, and audiences. Credit, 3 semester hours.

MCM 3660. Media and Culture

Critical, philosophic inquiry into the influence of media technologies and economies on popular culture, and vice versa, using grand theories and theoretical perspectives of the modern (and postmodern) era. Students will consider what thinkers such as Marx, Freud, and McLuhan said, or would have said, about music, dance, fashion, film, broadcasting, journalism, and other arts. Credit, 3 semester hours. PREREQ: ENG 1060 plus one of the following: PHI 1000, PHI 4230, MCM 2100, MCM 3600.

MCM 3700. Media and Politics

This introductory course explores the increasing interaction between makers of domestic and foreign

policy and global news media, especially newspapers, television, magazines, radio and the internet. Their symbiotic relationships are analyzed through case studies. Credit, 3 semester hours.

MCM 4050. Media Law and Ethics

Legal and ethical considerations as they apply to the daily work of media practitioners. Emphasis on codes of ethics, professional codes, and state, federal, and local law. Credit, 3 semester hours. PRE-REQ: MCM 2100, 2400.

MCM 4130. Internship in Mass Communication

Practical application of the principles of broadcasting, journalism, and public relations in the workplace. Interns will work in broadcasting stations, newspapers, public relations offices, and related sites under the supervision of experienced professionals. Interns will write papers evaluating their experiences as they relate to MCM courses. Credit, 3 semester hours. PREREQ: Consent of instructor. May not be taken by non-MCM majors.

MCM 4140. Internship in Mass Communication

A second internship which MCM majors may take as an elective. It is not part of the Core Course requirement. Same requirements and prerequisites as MCM 4130. Credit, 3 semester hours.

MCM 4360. Mass Communication Theory and Research

A review of social scientific theories of mass communication and an exploration of research methods used in our academic discipline and our professions. Attention is paid to the differences between quantitative and qualitative methods, the differences between basic and applied research, and research ethics. PREREQ: MCM 2100, 2400. Credit, 3 sem. hours.

MCM 4550. Senior Thesis

A self-directed research project that is conceived, designed, and executed by the student and mentored by a faculty member, resulting in a substantive, completed, original work that is publication- or presentation-ready. Credit, 3 semester hours. PREREQ: 3.0 QPA, senior standing, MCM 4360, and permission of department chair.

MCM 4990. Independent Study in Mass Communication

Individual study directed by consenting instructor. Advanced study topic, research project, or creative project chosen to meet individual student needs. May be repeated for a maximum of six credit hours. PREREQ: 2.0 QPA and permission of instructor and department head. Credit, 3 semester hours.

MCMS 4xxx. Special Topics in Mass Communication

Contemporary and advanced subject matter in the field. Topics to be announced. May be repeated to a maximum of 6 hours provided no topic is repeated. PREREQ: MCM 2100, 2400.

BROADCASTING (BRD)

BRD 1600. Television Production

Basic theory and practice of studio operations in television, with a laboratory experience in the use of microphones, cameras, switchers, and related equipment. Credit, 3 semester hours.

BRD 1610, 1620, 2610, 2620, 3610, 3620, 4610, 4620. Broadcast Practicum

A vehicle for students to learn broadcasting or webcasting operations while participating in the department's campus/community productions and earning progressively responsible positions in videography, reporting, directing, producing, audio, on-air presentation, etc. Pass/Fail grading. Credit, 1 semester hour each.

BRD 2600. Basic Videography and Editing

This course provides a foundation in single-camera field production and editing in traditional or new media formats. Fundamental aesthetics, technology, and techniques for camera, lighting, sound, and editing will be emphasized, and students will be introduced to preproduction planning, including storyboards and scripts. Credit, 3 semester hours. PREREQ: BRD 1600.

BRD 2800. Computer Animation

Introduction to 3D animation. Theory of animation applicable to television and multimedia systems. Each student produces a video containing animation using various digital content creation tools. Credit, 3 semester hours.

BRD 3130. Broadcast Copywriting

Theory and technique of writing broadcast scripts, especially commercials and some narrative forms. Will include both study and practical application of techniques discussed. Script formats for radio and television included. Credit, 3 semester hours. PREREQ: MCM 2400.

BRD 3140. Broadcast Journalism

The theory and practice of broadcast news, to include covering local and national news and public affairs for radio and televisions. Emphasis will be on gathering and production for broadcast news. Writing for broadcast sports and weather will also be covered. Credit, 3 semester hours. PREREQ: MCM 2400, BRD 2600.

BRD 3150. Broadcast Programming and Management

Fiscal and administrative responsibilities in broadcast operations, including contemporary strategies in TV and radio programming, audience measurement, sales, labor, and promotions. Credit, 3 semester hours. PREREQ: BRD 1600 and MCM 2100.

BRD 3600. Advanced Videography and Editing

Advanced instruction in the art and science of digital videography and postproduction, using professional-grade video cameras and nonlinear editing systems. Students will produce video projects and may participate in WNCP broadcast or webcast activities. Credit, 3 sem. hrs. PREREQ: BRD 2600.

BRD 3800. Introduction to Media Integration (ART 3800, MUS 3800)

The purpose of this course is to offer an interdisciplinary, team-taught curriculum that integrates digital video, audio, animation, and graphics in a student-centered studio environment. Credit, 3 semester hours.

BRD 4160. Broadcast Advertising and Sales

Production of successful broadcast advertising campaigns. Emphasis on creative, practical solutions to problems in broadcast advertising. Credit, 3 semester hours. PREREQ: PRE 2700 or BRD 3130.

BRD 4200. Advanced Broadcast Journalism

Emphasizes integration of television news and television studio production, plus localizing national and international news and reworking public relations material for TV newscasts. Credit, 3 semester hours. PREREQ: BRD 3140.

BRD 4580. Intermediate Media Integration Production (ART 4580, MUS 4580)

This course is an opportunity for further interdisciplinary study in new media. Projects and assignments emphasize the production of digital content for multimedia projects. Products will be from the areas of still digital image-making, digital photography, computer-based printing, digital audio recording and editing, MIDI (Musical Instrument Digital Interface), digital animation, and digital videography and editing. Students will have intensive hands-on experience in each area, resulting in an understanding of the techniques and concepts involved in the design and implementation of multimedia projects. Both individual and group assignments can be expected. Credit, 3 semester hours. PREREQ: ART/BRD/MUS 3800.

BRD 4600. Advanced Television Production

A capstone course that builds on concepts and skills from earlier coursework, including preproduction planning, scripting, videography, and postproduction. Students will work with studio or field techniques to manage complex productions and to produce an original TV series or long-form video. Credit, 3 semester hours, PREREQ: BRD 3600.

BRD 4800. Advanced Media Integration (ART 4800, MUS 4800)

This course is an opportunity for advanced interdisciplinary study in new media. Assignments emphasize the design and integration of digital content for multimedia projects. Students will propose and prototype a project and participate in the team development of a final project. Students will also be assigned roles in the creative decision-making and work involved in proposals under development and/or consideration in the UNCP Media Integration Project. Students' products will be expected to relate to the three essential aspects of the University mission—teaching, research, and service—and have the potential to serve as professional examples for student portfolios. Credit, 3 semester hours. PREREQ: ART/BRD/MUS 4580.

JOURNALISM (JRN)**JRN 1610, 1620, 2610, 2620, 3610, 3620, 4610, 4620. Student Newspaper Production**

Experience in producing a student newspaper, *The Pine Needle*. Reporting, writing and editing news stories, news judgment, page design, photography, advertising, circulation, and Web-based newspaper production activities are covered. Pass/Fail grading. Credit, 1 semester hour each.

JRN 1820, 1830, 1840, 2820, 2830, 2840. Yearbook Production

Experience in the details of producing an extended feature publication through work on the UNC Pembroke yearbook, the *Indianhead*. Activities will include theme development, layout design, feature writing, photography selection/cropping, entering/editing copy at the computer, art work, and general production work. Pass/Fail grading. Credit, 1 semester hour each.

JRN 3010. News Writing and Reporting

Study of news story elements, writing of leads, organization and writing of various types of news stories. Experience in news gathering, interviewing and writing news for print media. Credit, 3 semester hours. PREREQ: MCM 2400.

JRN 3050. Feature Writing

Practical experience in writing in-depth articles for newspapers and magazines. Credit, 3 semester hours. PREREQ: MCM 2400.

JRN 3060. News Editing

Duties and practices of the newspaper copy editor, editing techniques, headline and caption writing, cropping of photography, use of AP style, trends in newspaper page design, and ethical responsibilities of news editors. Credit, 3 semester hours. PREREQ: MCM 2400.

JRN 3090. Editorial Writing

Study and analysis of editorial writing in newspapers with emphasis on principles and practices. Practical experience in writing editorials for newspapers. Credit, 3 semester hours. PREREQ: MCM 2400.

JRN 3170. History of American Journalism

The inventions, events, and people shaping and influencing journalism in the United States. The history and development of American journalism and mass media from Colonial times to the present. Credit, 3 semester hours. PREREQ: MCM 2100 or consent of instructor.

JRN 3200. Photojournalism

Basic visual and technical aspects of photojournalism. Photographic coverage of news, sports, features, events, and other newspaper, magazine, and public relations subjects. The picture story, picture editing, the social documentary tradition in journalism. Credit, 3 semester hours. PREREQ: MCM 2400.

JRN 3250. Sports Journalism

A consideration of contemporary sports reporting, including trends and philosophies of sports reporting; writing for major and minor sports; interviewing; features; columns; and legal aspects of sports reporting. Credit, 3 semester hours. PREREQ: MCM 2400.

JRN 3400. Advanced News Writing and Reporting

In-depth exploration of news media functions and how journalists gather and report news. Practical experience in identifying news, organizing and writing stories in proper formats for a wide range of reporting possibilities. Credit, 3 semester hours. PREREQ: JRN 2600.

JRN 4050. Magazine Writing and Editing

Instruction and practice in planning, writing, and editing copy for magazines. Credit, 3 semester hours. PREREQ: JRN 2600 and JRN 3050.

JRN 4100. Web Journalism

Practice reporting, writing, and producing stories for converged mass media online. Hard news, features, photography, videos on websites, blogs, wikis, virtual worlds, social media. Internet linking strategies, use of reliable online resources for journalistic research, convergence. Credit, 3 semester hours. PREREQ: MCM 2400.

JRN 4200. Science Journalism

Reporting and writing about science for newspapers and magazines; interviewing, features, series, columns. Credit, 3 semester hours. PREREQ: JRN 3050 or JRN 2600.

JRN 4600. Investigative Journalism

Practical experience in researching and writing nonfiction articles suitable for publication, using forms, styles, and subject matter appropriate for the tradition known as investigative journalism. Credit, 3 semester hours. PREREQ: JRN 2600, 3060 and MCM 4360.

PUBLIC RELATIONS (PRE)**PRE 2200. Public Relations**

An introduction to public relations as a part of mass communications, with emphasis on the publicity process, especially writing for newspapers and broadcasting stations. Credit, 3 semester hours. PREREQ: MCM 2100.

PRE 2700. Introduction to Advertising

An introduction to the nature and function of advertising, including advertising in newspapers, magazines, radio, television, and other mass media. The relationships among media, messages, and audiences are examined from a mass communication perspective. Credit, 3 semester hours. PREREQ: MCM 2100.

PRE 3450. Computer-Assisted Editing and Publication Design

Using computers to edit publications copy and to design newsletters, brochures, pamphlets, and similar printed material. Credit, 3 semester hours.

PRE 3500. Organizational Communications

Communication between an organization and its internal publics, especially employees, students, and clients. Study of the behavior of people and their relationships in organizations and how that behavior can be understood, anticipated, coped with, and improved. Credit, 3 semester hours. PREREQ: PRE 2200 or consent of instructor.

PRE 4070. Public Relations Media

Major forms of public relations writing: news and feature releases, replies to complaint letters, public service announcements, documentaries, copy for video news releases, inverted and magazine forms of news writing, annual reports, and newsletters. Credit, 3 semester hours. PREREQ: PRE 2200, 2600.

PRE 4090. Public Relations Case Studies

Specialized public relations programs, including press relations, community affairs, investor relations, and legislative relations. Emphasis on analyzing and presenting public relations case studies and problems. Credit, 3 semester hours. PREREQ: PRE 2200, 3500.

PRE 4150. Advertising Media

The practice of advertising creation, including strategy, media planning, and execution of advertisements for all forms of mass media. Credit, 3 semester hours. PREREQ: PRE 2700.

PRE 4200. Crisis Communication

In-depth study of the development of strategies and their implementations during public relations crises. Credit, 3 semester hours. PREREQ: PRE 4070.

PRE 4600. Public Relations Campaigns

Senior capstone course building on concepts and skills from earlier coursework. Students use formal and informal research methods to develop a strategic plan, including evaluation strategies, for a “client.” Credit, 3 semester hours. PREREQ: PRE 4070, 4090 and MCM 4360.