

## MASS COMMUNICATION

Students of mass communication examine how humans create messages using electronic symbols, and spread these messages to a large, scattered, heterogeneous audience. By applying this definition of mass communication to their coursework in college, students are given the fundamentals to critically assess and evaluate today's media environment.

Mass Communication courses at Saint Joseph's combine both theoretical and practical work, providing a firm grounding in the basics during the introductory courses, and building to allow for individual creativity and application during the senior year. Graduates are able to articulate ideas and adapt them to a variety of audiences using appropriate media, and to critically assess the messages of others. Understanding the role of responsible communication in media, and appreciating the collaborative process involved in media creation, are crucial to developing as an educated person in our society.

In addition to contributing to a solid liberal arts education, this major provides abilities crucial to any personal and professional success. Coursework in mass communication is excellent preparation for a variety of career choices (including radio and television broadcasting, audio and video production, broadcast journalism, public relations, marketing, and more, including advanced graduate study). By taking advantage of the many hands-on opportunities within the department, graduates in mass communication are often competitive for immediate employment in the industry.

### MAJOR IN MASS COMMUNICATION (36 credits)

REQUIRED: 6 courses (18 credits)

117 Intro to Mass Comm (JRN 117)  
118 Basic Audio Production  
119 Basic Video Production

227 Broadcast Announcing  
357 Issues Mass Comm  
463 Senior Seminar

Choose 6 credits from:

THR 115 Introduction to Theatre  
THR 116 Acting  
THR 225 Play Production  
THR 336 Play Direction  
COM 222 Group Discussion  
COM 224 Interpersonal Comm

COM 232 Adv Public Speaking  
COM 234 Oral Inter. of Literature  
COM 243 Persuasion  
COM 344 Org Communication  
COM 352 Public Relations

Choose 9 credits from:

231 Sports Info & Reporting  
237 Broadcast Journalism  
339 Scriptwriting  
347 Adv Audio Production  
348 Adv Video Production

349 Broadcast Management  
354 Political Communication  
358 Media Law  
359 Hollywood Workshop  
461 Practicum in Mass Comm  
490 Internship in Mass Comm

Choose 3 credits from:

107 Radio Laboratory

108 Television Laboratory

## 132 Mass Communication

### MINOR IN MASS COMMUNICATION (18 credits)

REQUIRED: 3 courses (9 credits)

117 Intro to Mass Comm (JRN 117)

118 Basic Audio Production

119 Basic Video Production

Choose 9 credits from:

227 Broadcast Announcing

237 Broadcast Journalism

347 Adv Audio Production

349 Broadcast Management

358 Media Law (JRN 358)

461 Practicum in Mass Comm

231 Sports Info & Reporting

339 Scriptwriting (ENG 339)

348 Adv Video Prod

354 Political Communication

359 Hollywood Workshop

490 Internship

### COURSE DESCRIPTIONS

#### 107. Radio Laboratory

1 credit

Applied practice in radio. Opportunity for work at WPUM-FM, the College radio station. This course may be taken up to three times. **Prerequisite: consent of instructor.**

#### 108. Television Laboratory

1 credit

Applied practice in television production. Opportunity to work for WPUM-TV6, the College television studio. This course may be taken up to three times.

**Prerequisite: consent of instructor.**

#### 117. Introduction to Mass Communication (JRN 117)

3 credits

A study of the forms of communication involved in the mass media (print, radio, television and film). Basic theories of Message, Receiver, Channel, and Sender are applied in classroom exercises through oral reports, surveys and research. Required for Mass Communication majors and Journalism minors. **Prerequisite for Mass Communication 200-400 level classes.**

#### 118. Basic Audio Production

3 credits

The study of contemporary audio production. The history of radio, programming and management, the nature of sound and radio, and operation of equipment will be studied. Practical projects include interviews, newscasts, music shows, commercials and public service announcements.

#### 119. Basic Video Production

3 credits

A study of the theoretical and practical application of video production. Emphasis placed on performance, use of equipment, and directing techniques. Practical projects include interviews, newscasts and demonstrations. Opportunity for special interest available in final project.

**220. Photojournalism (JRN 220)****3 credits**

A study of the use of cameras and photographs used in journalism. Planning, taking and editing news pictures; writing cutlines, and captions and the technique of the picture story are emphasized.

**227. Broadcast Announcing****3 credits**

A broad-based examination of the physical and professional aspects of media announcing. General voice theory is addressed, as are a variety of specific announcing techniques, including radio and television announcing, reporting and anchoring, public affairs announcing, and commercial announcing. Students are required to participate in lab exercises associated with the campus radio and television stations.

**Prerequisite: COM 118 and 119.****231. Sports Information and Reporting (SPM 231)****3 credits**

The study of the process of reporting and coverage of live sporting events, including delivery, writing and play-by-play. The role of sports information staff as gatekeepers of information and responsibility to the press is explained.

**237. Broadcast Journalism****3 credits**

The study of journalism in the electronic media, with emphasis on broadcast news writing, coverage and editing, problems and potentials. Practical projects include news reports in both radio and television, and a project involving the class in a 30-min. television newscast. **Prerequisite: COM 118 and 119.**

**238. Video Field Production****3 credits**

This is a course focusing on the application of video production techniques to remote field production. Students study the decision-making process in determining location, camera placement, lighting, sound and environment for producing video outside the studio. Attention is paid to pre-production planning, storyboarding, production logs, post-production scheduling, and client relationships. Students will work with color video equipment and produce products using the single camera, film-style approach.

**Prerequisite: COM 119.****255. Independent Study****1-3 credits****260. Topics in Mass Communication****3 credits**

This course is flexible in content with its focus determined by student and faculty interest, current trends, and departmental needs. Examples of possible topics include Media Sales, News Producing, History of American Film, etc.

**330. Journalism Ethics (JRN 330)****3 credits**

A comprehensive study of legal and ethical considerations inherent to a free press in a free society. Case histories plus a series of guest speakers add depth and insight to a course that probes ethical codes and value systems in the mass news media. Special emphasis is given not only to how the press functions, but why it functions as it does.

**339. Scriptwriting (ENG 339)**

**3 credits**

Non-performing course focusing on writing scripts for radio, television, and film. Students will develop materials for directors, actors, announcers and technicians. Comedy, drama, commercial announcements and film scripts will be covered. Opportunity for self-expression in final project.

**347. Advanced Audio Production**

**3 credits**

There are two thrusts to this course: laboratory experience in advanced audio production techniques, and an examination of higher level issues and concepts associated with the radio industry. Production techniques covered include two-track audio production and editing, news production and editing, telephone-based production, and basic radio engineering. Among the issues and concepts discussed are contemporary topics addressed in trade publications, music research, ratings interpretation, programming trends, short-wave radio, propaganda, and the broadcaster's social responsibility. **Prerequisite: COM 118.**

**348. Advanced Video Production**

**3 credits**

A production course dealing with advanced video production and directing techniques. Students' projects are based on advanced lighting principles, animated graphics and editing. Each student will work with 3/4" electronic editing equipment. **Prerequisite: COM 119.**

**349. Broadcast Management**

**3 credits**

This course is designed to teach students the basics of mass media administration. The course prepares students for an entry level position in media management. Students will become familiar with every facet of radio-television management, including the new technologies of cable, satellite and interactive communications. **Prerequisite: COM 118 and 119.**

**354. Political Communication**

**3 credits**

An examination of the role of the media in politics. The course considers the role of the print, film, radio, and telecommunications media on the political system and the interaction of the political actors with the media. **Prerequisite: Core 2.**

**357. Issues in Mass Communication**

**3 credits**

A study of problems in contemporary broadcasting. The course focuses on televised sex and violence, broadcast journalism ethics, public broadcasting, and government regulation. Students will learn how to conduct and write original research involving one aspect of the course as a final project.

**358. Media Law (JRN 358)**

**3 credits**

Study of the legal issues concerning the media including: statutes and regulations governing press, broadcast and films; analysis of defamation, libel, contempt, privacy, copyright, legal rights and privileges of the mass media. **Prerequisite: COM 117.**

**359. Hollywood Workshop****3 credits**

The study of contemporary mass media in America. Students gain an inside look at the motion picture, television, and journalism industries by attending a one week "Media Workshops" Summer Seminar in Los Angeles, where they attend lectures, film screenings, television show tapings, and tour motion picture studios and production facilities. On campus students apply production principles by producing an original television program, which may include writing, promotions programming, and casting in addition to the actual production process. **Prerequisite: consent of the instructor.**

**360. Topics in Mass Communication****3 credits**

This course is flexible in content with its focus determined by student and faculty interest, current trends, and departmental needs. Examples of possible topics include Media Sales, News Producing, History of American Film, Media Crisis Coverage, etc.

**461. Practicum in Mass Communication****3 credits**

Applied practice in radio or television. Students working in radio or television participate in projects in the College radio and TV studios. **Prerequisite: Core 8 and consent of instructor.**

**463. Senior Seminar****3 credits**

A seminar for seniors who will graduate in the area of mass communication. Each senior will be required to undertake a project recommended and approved by the professor in whose area of concentration the student has majored. The project, which may take many forms, must demonstrate the student's mastery and expertise in the area of concentration. **Prerequisite: Senior status, consent of instructor and Core 8.**

**490. Internship in Mass Communication****3-9 credits**

Available to qualified students. Participants will work in College-approved off-campus internship programs at radio stations, television studios, newspapers, or any media-related business. **Prerequisite: Core 4 and consent of instructor.**



*Taking a break at the Gallagher Charitable Christmas Party*