

MCM Mass Communication

MCM 120 Introduction to Mass Communication (3-0) 3 crs.

Examines the history, technical development and cultural impact of the media, including books, newspapers, magazines, radio, sound recording, movies, television, and the Internet; as well as the related areas of public relations and advertising. Focuses on media convergence, trends and issues. Analyzes the impact and effects of the media on our consumer culture and democratic system. Encourages critical evaluation of the media. IAI MC 911

MCM 130 Introduction to Journalism (3-0) 3 crs.

Introduces students to the principles and techniques of news writing for use in a variety of platforms, including print and online publications, TV and radio. Students will use the news writing techniques they learn to write basic stories under real time constraints. The course will provide a foundation for further studies in print, broadcast or online journalism. IAI MC 919

MCM 156 Audio Production 1 (3-0) 3 crs.

Introduces students to the equipment, facilities and terminology of the audio media industry. Students will work on individual field and studio projects including radio show production, public service announcements, audio documentaries and sound design. Students will be introduced to the technical aspects of sound recording and non-linear, multi track audio editing. IAI MC 915

MCM 180 Applied Mass Comm/Radio Practicum I (0-2) 1 cr.

Provides practical experience in media production, post-production and media management focusing on the radio industry.

MCM 200 Film History (3-0) 3 crs.

Surveys the historical development of film, emphasizing a study of films and innovations in film production that have had a significant influence on film as art form. Explores the history of film through the eyes of the filmmaker. Students will analyze film movements from multiple countries and recognize their effect on each other and the Hollywood film model. IAI F2 909

MCM 205 Multi-Platform Photojournalism (3-0) 3 crs.

Introduces students to the principles and techniques of photojournalism for use in a variety of platforms including print, broadcast, web and social media. Students will use still photography and mobile video production techniques to create products for web journalism, public relations and marketing. IAI MC921

MCM 211 Video Production (3-0) 3 crs.

Introduces students to the application of fundamental non-studio video production techniques. Includes terminology, conceptualization, basic script writing, field audio operations and lighting in a non-studio setting. IAI MC 916-B

MCM 233 Introduction to Public Relations (3-0) 3 crs.

Explores the history, theory, practice and role of public relations in government, corporate, non-profit, and private organizations. Introduces students to the business and creative aspects of public relations, as well as the complexities of issue management. Students will prepare original public relations campaigns for print, broadcast and electronic media. Familiarizes the student with computer software for desktop publishing. Recommended preparation: computer design experience. IAI MC 913

MCM 240 Topics in Mass Communications (1-0 to 6-0) 1-6 crs.

Studies selected problems or topics in mass communication. The exact content and instructional methodology will vary semester to semester depending on the material to be studied. A syllabus or course outline containing additional information with pre-registration materials will be available each time the course is offered. This course may be repeated up to a maximum of six credit hours.