

Mass Communication (MCOM)

MCOM 028	Newspaper Production	0.0 SH	[]
Participation in <i>The Pilot</i> -the student-run news publication-through reporting, writing, editing, photography, graphic design, or other staff functions.			
MCOM 040	Internship - No Credit	0.0 SH	[]
Students participate in a third party pre-professional field experience in media communications. Students have primary responsibility for locating an internship opportunity with the assistance of a faculty advisor.			
Class Level Restriction: Junior and Senior only.			
MCOM 042	Television Production	0.0 SH	[]
Participation in television production activities at the college under the supervision of the faculty advisor.			
MCOM 052	Radio on Air	0.0 SH	[]
Participation in broadcast activities of the college's radio station, Principia Internet Radio.			
MCOM 053	Radio Station Management	0.0 SH	[]
Participation in the operations of the college's radio station, Principia Internet Radio.			
Prerequisite: MCOM 052.			
MCOM 054	Sports Video Broadcasting	0.0 SH	[]
Participation in live sports video broadcasting activities on Principia's internet video stream.			
MCOM 110	Intro to Mass Communication	3.0 SH	[GESS]
Provides exposure to today's wide range of mass media. Subjects covered include the history, organization, economics, and practices of mass communication - such as print, broadcast, film, Internet, and social media. A heavy emphasis is placed on the importance of developing critical thinking and media literacy skills, to help students interpret media messages in an intelligent, balanced, and realistic way.			
Class Level Restriction: Freshman and Sophomore only.			
MCOM 140	Public Speaking	3.0 SH	[]
Provides opportunities to develop effective oral communication skills applicable in many settings including on-the-job, in management and leadership, and other professional, academic, or community environments. Includes speeches of introduction, informative speeches, persuasive speeches, group discussions, speech research and organization, audience analysis, and delivery skills, such as voice, gesture, movement, and confidence in front of an audience.			
Class Level Restriction: Freshman and Sophomore only.			
MCOM 181	Photography Fundamentals	3.0 SH	[GEA]
A foundation course to learn the craft of digital photography. Students learn how to tell stories visually while developing their photographic skills by learning how to control their cameras and the photographic process. The nature of assignments range from photojournalism to the fine-art type.			
Class Level Restriction: Freshman and Sophomore only.			
Fee=\$70.00.			
MCOM 185	Photography Field Study	1.0 SH	[]
This is a field study course in the basic application of photographic skills to telling a fact-based story through images. Working with digital cameras, students learn to design and execute a documentary story about a subject, showing basic proficiency in technical skills. The emphasis will be on making and editing images into a coherent and revealing narrative. DSLR camera required.			
Prerequisite: MCOM 181. Concurrent registration permitted. Fee amount varies depending on location and length of program and will be provided on the course schedule for the individual offering.			
Fee=\$750.00.			

2 Mass Communication (MCOM)

MCOM 210 Media Reporting and Writing 3.0 SH []

A beginning course for those aspiring to work in the media or in a media-related field such as public relations. Students have intensive training in interviewing, gathering information, and writing in a clear, news style. They learn to edit and critically evaluate media writing as well as write to a standard worthy of publication in print or on-line.

MCOM 224 Feature Writing 3.0 SH []

Instructs students in writing a wide variety of feature stories, ranging from the types commonly associated with newspapers to those in print, broadcast, and online magazine formats.

Prerequisite: MCOM 210.

MCOM 226 Opinion Writing 3.0 SH []

For students who have mastered the basics of news writing, this class explores the foundations of expressing advocacy and opinion on topics of contemporary significance. Students practice writing and editing editorials, op-ed columns, and reviews.

MCOM 228 Newspaper Practicum 0.5-1.0 SH []

Practicum for writers/reporters, editors, and staff of *The Pilot*, the college newspaper. May be offered for variable credit from .5 to one semester hour. May be taken six times up to a total of six semester hours.

MCOM 235 Communication Seminar 3.0 SH []

This course is tailored to examine recent developments, social trends, and shifting technologies not covered in the regular mass communication curriculum. The title will be extended to describe the current topic. May be taken twice provided the topics differ.

Prerequisite: MCOM 110 and MCOM 210.

Class Level Restriction: Junior and Senior only.

MCOM 236 Mrs. Eddy and The C.S. Monitor 3.0 SH []

This course explores the historical context in which Mary Baker Eddy founded *The Christian Science Monitor*. This includes examination of the period of yellow journalism, relevant developments in Mrs. Eddy's life, and the *Monitor's* impact in the world of media.

MCOM 237 Gender, Race, & Class in Media 3.0 SH []

This course is designed to give students the opportunity to explore representations of gender, race, and class in traditional as well as social media by examining media content and its impact on audiences. Students will gain skill in critical analysis and media literacy by examining concepts of privilege, representation, hegemony, and intersectionality through readings, videos, projects, and class discussions.

Class Level Restriction: Sophomore and Junior and Senior only.

MCOM 240 Broadcast Journalism 3.0 SH []

This course introduces students to the processes, skills, and ethics of developing, writing, delivering, and producing journalistic content for the broadcast media. Topics covered may include the following: on-air news writing; adapting print news for on-air delivery; producing feature stories and interviews for radio and television.

Prerequisite: MCOM 210.

MCOM 241 Television Workshop 3.0 SH []

Students plan, write, videotape, edit, anchor, and produce a television news program for broadcast to the community. Topics may range from news to election coverage.

Fee=\$40.00.

MCOM 242 Speech Skills for the Media 3.0 SH []

Provides students with a variety of speech skills that would be useful to them in media professions. Among the skills included are interviewing on and off camera, radio and television news reading, extemporaneous speaking, oral reading, group discussion, and impromptu speaking.

MCOM 246 Television Practicum 0.5-1.0 SH []

Develops television skills through experience working on special broadcasting projects under supervision of mass communication faculty. May be offered for variable credit from .5 to one semester hour. May be taken six times up to a total of six semester hours.

- MCOM 251 Radio Broadcasting** **3.0 SH** []
 Using Principia Internet Radio (PIR) facilities, students create, produce, direct, voice, and operate their own live radio programs and create promotional materials in a variety of formats. Emphasis on effective communication of ideas. Students in the workshop also assist each other in critiquing and improving their work on a regular basis.
- MCOM 258 Podcasting** **3.0 SH** []
 Podcasting is a significant media development of the 21st century, and is used for purposes ranging from journalism to storytelling to marketing. In this course, we'll explore why podcasting has become so popular in the last few years, what its unique strengths are as a medium, and the most effective tools and strategies for creating a podcast.
- MCOM 263 Public Relations** **3.0 SH** []
 This introductory class instructs students in the theory and techniques of public relations practice: why organizations must deal effectively with various publics, how to write a news release, how to interact with the media. Corporate and agency public relations are both examined. Case studies that highlight effective public relations strategies are considered. A special section on crisis communications is included.
- MCOM 266 Public Relations Writing** **3.0 SH** []
 Students learn to write effectively across a variety of formats and media used by today's public relations professionals. Various forms include press releases; public service announcements; query, pitch, and cover letters; media alerts; features; newsletters; backgrounders; and elements of public relations presentations. There is particular emphasis on strategizing and crafting persuasive public relations messages.
Prerequisite: MCOM 263.
- MCOM 281 Photojournalism** **3.0 SH** []
 An applied study of how photojournalists report the news in a visual form. Working in digital photography, students learn how to capture the peak moment while refining their sense of content, aesthetics, news judgment, and ethics.
Prerequisite: each student must supply a digital single lens reflex camera.
- MCOM 282 Intermediate Photography** **3.0 SH** []
 This course is both a theoretical and a practical study of photography with a particular focus on lighting. Through a critical study of the current and past masters of photography, students work toward defining their own vision and photographic portfolio.
Prerequisite: MCOM 181. Prior experience in photography will be taken into consideration. Each student must supply a digital single lens reflex camera.
Fee=\$70.00.
- MCOM 283 Yearbook Editing** **1.0 SH** []
 Practicum for the editor(s) of *The Sheaf*, the college yearbook. A team approach is encouraged. May be taken twice.
Prerequisite: member of *The Sheaf* editing staff.
- MCOM 284 Photography Practicum** **1.0 SH** []
 Practicum for staff photographers of *The Sheaf*, the college yearbook. Students receive focused instruction on photography including composition, working with subjects, and ethics in photography. May be taken more than once up to a total of four semester hours.
- MCOM 286 On-Location Digital Media Prod** **3.0-4.0 SH** []
 An introduction to graphic design with an emphasis in digital media and design. Develops basic skills in designing with photographs, illustrations, and typography for print and digital media devices. Strategies and processes are examined and developed for work on location. Fundamental design principles are explored in depth. To be taught only on an abroad program.

4 Mass Communication (MCOM)

MCOM 292 Video Production 3.0 SH []

A foundation course exploring video production in both a theoretical and practical way. Through hands-on assignments, students develop their skills in camera operation, audio, lighting, and editing, as well as gaining experience expressing messages and stories visually. Prior knowledge or production experience is not necessary.

Fee=\$100.00.

MCOM 293 Corporate Video 3.0 SH []

Students study the theoretical approaches to creating the very specific video messages that companies and organizations use to deliver corporate messages to internal and external target audiences. Includes practical experiences producing corporate videos for clients on or off campus. Prior knowledge or production experience is not required.

Fee=\$100.00.

MCOM 301 Mass Media in Society 3.0 SH []

Explores the relationship between media and society, in particular how one can influence the other. Looks at theories of media impact as well as methods of research to determine those impacts. Includes readings and discussion of contemporary media controversies. Builds a foundation for understanding the power, and limits, of media.

Prerequisite: MCOM 110.

Class Level Restriction: Junior and Senior only.

MCOM 302 Media Law and Ethics 4.0 SH []

Study of the legal and ethical foundations of mass media, as well as how they are changing. Explores the constitutional issues of free press and privacy, as well as the regulation of broadcasting and advertising. Taught as a lab course, using case studies.

Prerequisite: MCOM 110.

Class Level Restriction: Junior and Senior only.

MCOM 322 Advanced Reporting and Writing 3.0 SH []

The advanced study of print and web journalism, including practice of various styles of writing, ranging from editorials and investigative reporting to features and blogging. Also explores traditional and emerging organizational structures of newsrooms, web sites, and other journalistic entities.

Prerequisite: MCOM 210.

Class Level Restriction: Junior and Senior only.

MCOM 339 Multi-Platform Storytelling 3.0 SH []

Course explores the proliferation of new media forms driving the growth of trans-media or multi-platform storytelling. The course teaches both storytelling across different media using the same source material and complex (multi-dimensional) storytelling across multiple media.

Prerequisite: MCOM 210 or MCOM 240.

Class Level Restriction: Junior and Senior only.

MCOM 354 Advanced Radio Broadcasting 3.0 SH []

Using the facilities of Principia Internet Radio (PIR), students develop advanced techniques to create, produce, direct, voice, and operate their own live radio programs and create promotional materials in a variety of formats. Emphasis on effective communication of ideas. Students in the workshop also assist each other in critiquing and improving their work on a daily basis.

Prerequisite: MCOM 251.

Class Level Restriction: Junior and Senior only.

MCOM 388 The Photographic Essay 4.0 SH []

This advanced study of photojournalism occurs through working in-depth on a specific project culminating in a photo story/essay. Through this course, students expand their photographic skills while further refining their sense of content, aesthetics, news judgment, and ethics.

Prerequisite: MCOM 281, and each student must supply a digital single lens reflex camera.

Class Level Restriction: Junior and Senior only.

Fee=\$65.00.

MCOM 392 Documentary Video 3.0 SH []

Students add to skills learned in previous video classes as they learn to document reality in an informative and entertaining way, telling stories visually about real life.

Prerequisite: MCOM 292 or MCOM 293.

Class Level Restriction: Junior and Senior only.

Fee=\$40.00.

MCOM 400 Internship 1.0-6.0 SH []

Students participate in a third party pre-professional field experience in media communications.

Students have primary responsibility for locating an internship opportunity with the assistance of a faculty advisor.

Class Level Restriction: Junior and Senior only.

MCOM 411 Adv Topics in Communication 3.0 SH []

This seminar for juniors and seniors is built around the reading and study of historical and contemporary key non-fiction texts in the field of mass communication linked to a theme, such as the history of media, the foundational differences across the globe, and theories about media impact. The title will be extended to describe the current topic. May be taken twice provided the topics differ.

Prerequisite: MCOM 110 and MCOM 301.

Class Level Restriction: Junior and Senior only.