

(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 103. Writing for Media. 3 Hours.

This course introduces students to and provides intensive practice in the basic types of writing required by the broadcast media and advertising/marketing agencies. This will include advertising copy, writing for a website, promotional copy, public service announcements and business documents, including proposal writing.

MC 114. Intro to News Reporting. 3 Hours.

This course introduces students to how news is gathered and presented in a variety of media, including print, Web, radio and television. Major emphasis is on developing solid news values, reporting skills and writing skills. Ethical issues related to the practice of journalism are also discussed.

MC 115. Radio News Writing and Reporting. 3 Hours.

This course gives students intensive experience in gathering, writing, and producing news for radio, including capturing, editing and incorporating audio sound bites. Regular reporting assignments allow students to refine their skills in writing effective, concise radio news stories. By the end of the course, students will be able to report, write and produce a radio newscast, observing typical time constraints. Prerequisite(s): MC 114.

MC 116. Intro to Public Relations. 3 Hours.

Students tackle the fundamental principles and techniques of public relations and related communication tools. This course looks at current public relations practices and problems, types of communication, and communication strategies. Students learn how to organize thoughts and disseminate material to the appropriate channels while working to prepare an actual PR packet for an off campus non-profit agency.

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 their sports knowledge and sports reporting skills in preparation for more advanced work in play-by-play, sportscast production, and sports information. The course includes intensive critique of the work of current professional sportscasters.

MC 131. Voice and Diction. 3 Hours.

Speech is an important part of all human communication. This course is structured to give students the basic tools with which to verbally communicate in an effective manner on many levels and in many different venues. The course will focus on industry-standard vocal articulation and pronunciation, using the IPA (International Phonetics Alphabet) as an analytical tool. Emphasis will be placed upon identifying and addressing ineffective speech habits and regionalisms. The prime goal of the course is to move the student closer to creating a professional "voice", whether the student plans a career in communications or wishes work in other fields which require effective vocal communication.

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 214. Radio News Lab. 3 Hours.

This course gives students the opportunity to apply their radio news skills in the "real world" as a member of the WHSN news team. The student becomes a working reporter, gathering, writing and reporting news for broadcast. Students conduct interviews, attend press conferences and develop contacts in the local community, and may find themselves working alongside broadcast news professionals in the local market. Prerequisite(s): MC 115.

MC 217. TV News Writing & Reporting. 3 Hours.

The knowledge and skills gained in MC 114 and MC 115 are applied in this course as students engage in hands-on television news gathering and reporting. Students will learn to report, shoot, write and edit television news and sports stories, using digital cameras and editing software, and the Associated Press Electronic News Production System (ENPS). Emphasis is on reporting, writing, production, and performance (including package narration, standups, and live shots). Outstanding stories may be submitted to NESCom's weekly/bi-weekly, student-produced, TV newscast—NESCom Connection. Prerequisite(s): CT 100 and MC 115.

MC 218. Introduction to Podcasting. 3 Hours.

This course introduces students to podcasting, the technical skills to produce an audio broadcast, and the ability to distribute, market and monetize a podcast to a specific audience on the Internet. Students learn how to critique a podcast explaining genres, format, structures, content and target audiences. The course culminates with a final project and a plan to launch and market their first ten podcasts in a chosen genre, format and structure.

MC 223. Reporting and Writing for Web & Print. 3 Hours.

This course offers in-depth practice in developing effective written communication, especially for newspapers and magazines. Course topics emphasize news judgment, objectivity and style. Students weave the practical and conceptual elements of journalism together by writing news stories and features that pertain to current events of significant public interest. Assignments for this course are done both in the classroom and in the greater Bangor community. Prerequisite(s): EH 124.

MC 227. Sports Journalism II. 3 Hours.

This course is a continuation of MC 127. Students expand their sports knowledge and sports reporting skills in preparation for more advanced work in play-by-play, sportscast production, and sports information courses. The course includes intensive critique of the work of current professional sportscasters. Students may be assigned to assist with preparation for and broadcast of Husson University sporting events. Proper methods of court-side and in-studio interviewing will be taught. Prerequisite(s): MC 127.

MC 231. Radio Performance. 3 Hours.

This class introduces proper diction and use of the human voice as a delivery instrument for broadcast production. Students learn to deliver material in a variety of styles and receive critical feedback on their performance. Students utilize skills mastered in Radio Station Operations to write and produce short form production pieces including station promos, commercial advertisements, news and sports reports for web, entertainment features and public affairs programs. Students will be required to staff regular on-air positions on WHSN-FM. Prerequisite(s): MC 202.

MC 235. Web Reporting. 3 Hours.

This is primarily a writing course in which students learn to generate content for the Web. Assignments require students to produce well-researched materials that include photos, videos, audio, and other mixed media that are available to online journalists. The course also introduces students to blogging, and requires students to post weekly blogs online. Prerequisite(s): MC 114.

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 240. Feature Writing. 3 Hours.

Building on the reporting and writing skills developed in MC 223 and MC 235, this course offers students practical instruction and editorial guidance in writing publishable feature pieces for magazines and newspapers. Students are expected to write high quality, well-documented articles that demonstrate a mastery of attribution, organization, style and other basic journalism skills. Students are encouraged to learn the effective use of dialogue and narrative techniques, including vivid description and detail. Students also develop techniques to involve the reader emotionally through human interest including drama, pathos, empathy, humor, and curiosity. Prerequisite(s): MC 223 and MC 235.

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

This course pulls together the knowledge and skills students have acquired in basic journalism courses, and MC 127 and 227, to focus specifically on the sports play-by-play and color function in sportscasting. Students will learn how to prepare for a game and then do the broadcast on both radio and television. Prerequisite(s): MC 227.

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 314. Cross Cultural Communication. 3 Hours.

This is a communications course aimed at helping future professionals in a broad spectrum of fields better serve themselves, their colleagues, and their clients/audience by examining cultural paradigms and attempting to provide a comprehensive overview of communication in various professional contexts across lines of race, culture, gender, age, sexual orientation, and ideology. Connections between rhetoric (public speaking), composition (writing), and the marketplace of ideas in an increasingly global economy (culture) will be examined and practiced in ways that will enable students to become stronger thinkers, writers, and speakers. During this course, students will use their new understanding of communication to strategize for career success and practice real world applications in professional and social situations.

MC 316. Advertising Campaigns. 3 Hours.

Advertising Campaigns is an in-depth exploration of the structures and functions used in advertising. From advertising planning and strategy to creative advertising, this course helps each student to discover his/her own approach to lead a successful campaign. Advertising Campaigns covers subjects such as advertising and the marketing process, planning and strategy, account planning and research, media planning and buying, print media, broadcast and interactive online media, internet media, broadcast and interactive media strategy, creative advertising, copywriting design and production, direct-response marketing, sales promotion, public relations, retail and business to business advertising, and international advertising. Prerequisite(s): MK 216 and MK 220.

MC 317. Public Relations Techniques. 3 Hours.

This course is designed to apply the fundamentals principles of public relations to develop, implement and evaluate communication strategies. Students develop their writing and visual communication abilities by producing compelling content for traditional, digital and social media using paid, earned, shared and owned marketing channels. Other topics covered include ethics and legal considerations, measurements and assessment methods, media relations, news conferences, special event planning, and crisis communication. Prerequisite(s): MC 116 and GV 245.

MC 318. TV News Feature Reporting. 3 Hours.

This advanced course focuses on creating news features for either same day broadcast or under an extended deadline with an emphasis on working as a backpack journalist. At least half the semester is academic as students analyze professional works and reading assignments. During the second half, students will shoot their own stories. Emphasis will be placed on writing, natural sound gathering and writing techniques, interviewing, editing, story preparation, shooting stand-ups and self-critique. One week will be devoted to sports features. Prerequisite(s): MC 217.

MC 319. Media Marketing and Sales. 3 Hours.

Media Marketing and Sales explores the unique characteristics of print, broadcast radio and television, cable television and satellite services, the Internet, cell phones, and any media that are supported by advertising. Students learn how the various media channels are measured, how those measurements determine their relative value, the costs of advertising on various media, and how such media is packaged and sold through client relationship management, target market identification and market segmentation principles. More importantly, students learn competitive market strategy and sales and negotiation techniques employed by successful sales people across all industries. Prerequisite(s): MC 220 or BA 320.

MC 320. Broadcast Programming and Management. 3 Hours.

This course focuses on current media management issues facing the broadcast manager in the daily operations of programming, sales, promotion, news, and engineering departments. Curriculum analyzes management theories and approaches in addition to covering topics such as the Telecommunications Act, labor and discrimination law, crisis management, Federal Communication Commission (FCC) rules, and contract and employment law. Prerequisite(s): MC 202 and CT 205.

MC 324. Professional Blogging. 3 Hours.

This course offers students practical instruction and guidance for writing and managing professional blogs. Students are expected to write high-quality blog posts with photos, videos and other illustrations that demonstrate an understanding of writing organization, style, grammar, and attribution. Students also demonstrate a knowledge of Search Engine Optimization, best practices, legal concerns, privacy policies, ethics and utilizing vivid descriptions and details for storytelling within the genre of blog writing. Prerequisite(s): EH 124.

MC 325. Radio Promotions. 3 Hours.

In this course, students will be introduced to the skills needed to project a consistent brand associated with a radio station, its programs, and its personalities. Students will understand and evaluate the art of promotion as it relates to self, the station, the community, non-profits, artists, and others. Students will learn to create marketing materials designed to retain consistency of brand across multiple delivery platforms along with the skills necessary to track results and discern listener perception. Course expectations will include creating and executing successful radio promotions at the station and at community broadcast locations. Prerequisite(s): MC 231.

MC 327. Advanced Sports Techniques. 3 Hours.

In this course, sports journalism students are given extensive opportunities to develop their skills in shooting video for sports, including B-roll and interview material. Students develop skills in editing sports video, writing scripts, and doing sports reporting. By the end of this course, students will have the ability to do quality play-by-play work, and be able to shoot, edit, write and produce a five- to seven-minute sportscast. Prerequisite(s): MC 217 and MC 227 and MC 255.

MC 328. Sports Information. 3 Hours.

Sports Information is an advanced sports journalism course that introduces students to the sports information function and provides extensive practice in sports information work. Topics covered include: writing a sports news release, creating game notes and stats, the function of media passes, scheduling and conducting news conferences, and handling crisis situations. Students get up close and personal to sports information work at the high school, college, and professional levels.

MC 330. Mass Communications Internship. 3-9 Hours.

This experiential course is a university approved and supervised work experience with participating employers for Mass Communications students. It provides for the application of classroom learning in a professional work environment. Prerequisite(s): (Major=BS Mass Communications - Journalism or Major=BS Mass Communications - Marketing Communications or Major=BS Mass Communications - Radio Broadcasting or Major=BS Mass Communications - Sports Journalism) and (College Level=Junior or College Level=Senior).

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 341. Radio Program Producing. 3 Hours.

This is an advanced course that teaches the unique skills necessary to successfully produce talk, news, sports and music programs. All of the elements, from board operation and screening calls to booking guests and using archival software programs, come together as students produce programs for broadcast on WHSN. Prerequisite(s): MC 231.

MC 345. Producing/Hosting Public Affairs Show for Radio. 3 Hours.

Public affairs programming focuses on issues of politics and public policy. In this class, students will prepare radio reports on public affairs issues including municipal meetings, the environment, and non-profit organizations. Students will work to improve skills in interviewing, field production, news writing, and radio studio production. The class will also analyze long form public affairs radio and television shows in order to prepare a 15-minute broadcast quality public affairs program to be aired on WHSN-FM. Prerequisite(s): MC 114 and MC 115 and (MC 214 or MC 231).

MC 347. Photojournalism. 3 Hours.

This introductory course in photojournalism and editorial photography explores the use of the photographic image in narrative, documentary, and editorial form for newspapers, magazines, and internet. Students engage in photography aligned with industry standards on a weekly basis. Assignments include spot news, general news, features, sports, editorial portraits, and photo story. Aspects of journalism such as story ideas, research, and picture editing are addressed. Students also write captions for a majority of photojournalism assignments. The course invites students to explore legal and ethical issues of photojournalism and develop visual on-location problem solving skills. Prerequisite(s): FA 110 or VF 245.

MC 360. Reporting and Producing TV News. 3 Hours.

In this course, students apply the reporting skills they've developed in MC 115 and MC 217 to report and produce news for television. Students work cooperatively with students in CT 339 and CT 325 classes to report, write, and produce television news packages and ultimately produce an entire newscast, including sports, features, and interviews. Major emphasis is on reporting skills, writing, package and newscast production, and performance. The cooperative dimension of the course helps students understand the critical importance of communicating with colleagues, photographers/editors, directors, and studio crew in creating and presenting television news. Prerequisite(s): MC 115 and MC 217.

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 406. Media Law and Regulation. 3 Hours.

This course provides an overview of current law pertaining to the regulation of broadcasting and the role of the Federal Communications Commission, the U.S. Congress, and the U. S. Supreme Court. It offers a comprehensive look at landmark court decisions regarding Fairness Doctrine, the Equal Opportunities provision, libel, the First Amendment, and the Freedom of Information Act. Prerequisite(s): College Level=Senior.

MC 432. Radio Station Management. 3 Hours.

This course is designed to provide academic credit as well as practical experience in performing radio station management duties including positions such as operations manager, program director, news director, music director, traffic manager, and sports director at WHSN-FM. Application of good leadership and management techniques is expected. Through readings and discussion, the role of "manager" and his/her relationship to employers and employees is made clear. These competitive positions are selected by the department head and station manager. Prerequisite(s): MC 341.

MC 437. Producing and Hosting a Sports Show. 3 Hours.

This course pulls together all of the knowledge and skills students have developed in lower level courses and allows them to produce and host a weekly 15 to 30 minute sports show, featuring local, regional and national sports teams and action. Students produce sports shows for radio and television, and possibly for the Web. This is essentially a capstone experience for students in sports journalism, giving them a chance to hone their reporting, writing and performance skills to create a show that looks and sound good on their 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): MC 360.

MC 439. Magazine Workshop. 3 Hours.

In this course, students in the print/Web journalism concentration have the opportunity to create, design, report, write and publish an original, non-fiction, online magazine. This is, essentially, the capstone experience for print/Web students, requiring them to exercise advanced skills to produce a publication that clearly demonstrates the knowledge, skills, and abilities they have developed in their time at NESCom. Prerequisite(s): MC 217 and MC 223 and MC 235.

MC 499. Topic/. 1-6 Hour.

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