
MASS COMMUNICATION COURSES (MCOM)

110 Introduction to Mass Communication (3) Surveys the historical development and present roles of the individual components of the mass media. Each will be examined as to its function, job opportunities and legal and ethical issues.

201 News and Feature Writing (3) (Prerequisite: A grade of C or higher in English 102) Introduction to reporting, news writing and feature writing.

210 Introduction to Public Relations (3) An introduction to the field of public relations to include history, principles, ethics, responsibilities of the practitioner, and career opportunities.

220 Broadcast Production (3) (Prerequisite: Completion of foundation courses or permission of the department) Introduces students to the basic terminology, equipment and operating procedures used in the production of material for radio and television; includes practice in radio and television studios. A course for any student interested in broadcasting.

221 Introduction to Broadcast Journalism (3) (Prerequisite: Approval of adviser and completion of 110 and 201) An introduction to the basics of both television news studio and field production techniques. Emphasis will be placed on news gathering procedures including writing, editing, and putting together news stories for broadcast.

225 Introduction to Sports Broadcasting (3) (Prerequisite: Completion of foundation courses or permission of the department) Provides instruction in multiple facets of broadcasting sports, including play-by-play, color commentary, interviewing, and sports talk. The course provides opportunity to develop oral and composition skills required in obtaining the first job, as well as career guidance. The course will consist of assigned reading, research, analyzing historic audio clips, and student-produced recordings.

230 Mass Communication Practicum (1) (Prerequisite: Mass Communication 201 and permission of the department) This course in experiential learning may be repeated for up to three credits. It will provide students practical, real-life, hands-on experience in journalism and public relations at a supervised setting outside the classroom. Students enrolled in the course will receive credit for successfully completing the practical experience at on-campus or off-campus sites. On-site supervisors will direct students in assignments, provide hands-on assistance and forward assessments to a professor who will assign a grade. Subsequent enrollment in the practicum would be designed to develop a different skill-set.

240 Social Media Impact on Journalism (3) (Prerequisite: Completion of foundation courses or permission of the department) This course will present an in-depth examination of the increasing use of social networking web sites by journalists and news organizations. The focus of the course is on analyzing how various sites, such as Facebook and Twitter, can help journalists be more effective in communicating news and information to the general public. The study also examines potential negative effects of new media.

301 Reporting of Public Affairs (3) (Prerequisite: 201) Reporting assignments of public affairs and contemporary public issues will engage the student's research and interview skills and include visits to public agencies.

304 Photojournalism (3) (Prerequisite: Completion of foundation courses or permission of the department) Field assignments using techniques, methods and procedures of photojournalism as a means of communication. Emphasis will be placed on digital photography assignments, digital image production, fieldwork and collaboration with others to produce stories, features, articles for publication and the creation of material for the Internet.

306 News Editing and Design (3) (Prerequisite: 110 and 201 or permission of department) Provides instruction for layout and design, proofreading,

headline writing, picture editing, and related skills for both online and print publications.

310 Public Relations Techniques (3) (Prerequisite: Completion of foundation courses or permission of the department) The study of communication tools/techniques utilized in effective public relations. These techniques include press releases, brochures, media placement, press conferences, public service announcements, video news releases, the Internet, etc.

320 Broadcast Presentation Skills (3) (Prerequisite: Completion of foundation courses or permission of the department) Introduces students to the techniques involved in effective vocal delivery and on-camera presentation. Students practice the skills required to work as reporters, announcers, anchors, program hosts, spokespersons and other positions that require the individual to be on radio or television. A course for any student interested in broadcasting, mass communication, business, sports management, or sports communication.

321 Broadcast Field Production and Reporting (3) (Prerequisite: Completion of foundation courses or permission of the department) Students learn the basics of reporting news stories, from the initial idea through the final editing process. The emphasis is on using broadcast news gathering, interviewing and reporting techniques, along with obtaining a mastery of basic video field production. Students use video camcorders, audio equipment and lighting accessories to videotape news stories on location. They also learn basic skills of computer-based video editing.

330 Covering Sports (3) (Prerequisite: Completion of foundation courses or permission of the department) Provides instruction in conventional methods of covering sports for the media. The course provides opportunities for students to develop skills in designing products about sports for the print media, broadcasting and sports information services.

402 Online Journalism (3) (Prerequisite: Completion of foundation courses or permission of the department) Provides instruction in the basics of reporting, writing and editing for online journalism using the Internet.

410 Advanced Public Relations (3) (Prerequisite: 310) The detailed analysis of the utilization of principles and techniques of public relations in a variety of contemporary situations and the practical application of these principles and techniques in a real situation.

420 Contemporary Issues in Public Relations (3) (Prerequisite: Completion of foundation courses or permission of the department) An in-depth examination of a contemporary public relations topic or issue.

421 Advanced Broadcast Journalism: Reporting and Producing (Prerequisite: 321) Reporting and producing for TV news, including fact-gathering and packaging the news stories. Heavy emphasis on finding, researching, interviewing, shooting, editing, and producing TV news stories both on campus and in the Florence market.

430 Critical Issues in Mass Communication (3) (Prerequisite: Completion of foundation courses or permission of the department) An in-depth examination of a critical issue in mass communication.

440 Convergence Journalism (3) (Prerequisite: Completion of foundation courses or permission of the department) Development of journalistic skills for the multimedia work place. Assignments designed to refine reporting, writing, and presentation skills for each of the new converged platforms: online, television, and newspaper. Cultural values which inhibit crossover presentations will be discussed.

451 Media Law (3) Study of defamation, right of privacy and journalistic privilege as defined by federal and state constitutions, judicial precedents, and statutory law. An exploration of the freedoms and limitations granted the U.S. press.

455 Media Ethics (3) An examination of ethical responsibilities associated with the field of mass communication. Various philosophical theories of ethical practices will be used to address issues involving race, gender, hatred, invasion of privacy, defamation, and intimidation.

475 Sports, Media, and Society (3) (Prerequisite: Completion of foundation courses or permission of the department) Examination of impact sports has upon our society from the way it is covered by the media. Analysis of the historical and sociological aspects of the correlation between the media, sports, and society.

498 Communication Internship (3:8) (Prerequisite: Permission of department and internship agency, senior status, and successful completion of 24 semester hours in the major at a minimum grade point average of 3.0 in all Mass Communication courses and 2.5 cumulative grade point average in all courses taken at FMU.) Internships will be awarded according to merit and availability determined by the department when the student meets the prerequisite. Students otherwise unqualified may be awarded an internship provided he/she presents clear and convincing evidence of extraordinary circumstances which the Mass Communication faculty deems worthy of an exception.

SPEECH COMMUNICATION

Coordinator: Bryan L. Fisher

MAJOR

No major in speech communication is offered.

MINOR

No minor in speech communication is offered.

COLLATERAL

No collateral in speech communication is offered.

SPEECH COMMUNICATION COURSES (SPCO)

101 Basics of Oral Communication (3) F, S, SU. Fundamental principles of oral communication: delivery, audience analysis, and holding listener attention. Practice in extemporaneous speaking and in constructive criticism of speaking.

203 Voice and Diction (3) F, S. Improvement in voice and diction through understanding of the basic physiology of the speech communication mechanism, through application of the International Phonetic Alphabet, and through the oral interpretation of literature.

300 Argumentation and Persuasion (3) (Prerequisite: 101) Students learn the basic principles of argumentation and persuasion with a focus on the fundamentals of Lincoln-Douglas style debate and classical rhetorical appeals. Topics include Internet database research, synthesis of collected data, analysis of evidentiary quality, refutation of counter claims, identification of logical fallacies, framing of issues and coherent storytelling. Students are prepared to work with a great range of issues and coherent storytelling. Students work with a great grant of opinion and evidence. Class debates on contemporary issues are used as an evaluative tool. Debates outside class are offered as well.

301 Small Group Methods and Discussion (3) (Prerequisite: Psychology 206) Provides students with the opportunity to explore and apply research in small group communication. Students will learn the skills necessary to participate effectively in small groups. Special attention will be given to the role and function of decision-making in groups. Other topics to be covered include (but are not limited to) leadership, power, and conflict management.