

## Mass Media

College of Arts & Humanities

Department of Mass Media

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Chair: Mavis Richardson

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The mission of the Department of Mass Media is to foster the public good by advancing socially responsible mass media through education, research and service. The department strives to prepare students for careers as ethical and responsible public communicators, innovative creators of media texts, and competent professionals in such fields as news, public relations, and other media-related fields.

**Admission to Major** is granted by the department. Contact the department for application procedures.

Proficiency in English grammar, spelling, composition and keyboarding is essential for admission to the major. A diagnostic test in English usage is required to determine student's preparation for the major. The department requires that students complete with a cumulative GPA of 3.0 or better these courses (or their equivalents): ENG 101 and MASS 110. Overall GPA will also be considered in determining admission status. Students not meeting minimum requirements may petition the faculty in writing to seek admission.

No student entering the Mass Media program may take courses beyond MASS 110, MASS 112 & MASS 260 unless he/she has met the stated requirements. Students seeking entry into the department's major must present evidence of their satisfactory fulfillment of these requirements.

In preparation for undertaking a major in Mass Media, students should consider taking these courses (or their equivalents): ECON 100, GEOG 103, ETHN 100, POL 371, PSYC 101, SOC 150 and SOC 101.

### POLICIES/INFORMATION

**GPA Policy.** Majors must earn a cumulative GPA of 2.5 or better in all mass media coursework, in addition to the 2.0 overall GPA required by the University for graduation. Refer to the College regarding required advising for students on academic probation.

**P/N Grading Policy.** Mass Media majors are required to take department courses for a letter grade, except for MASS 498, which must be taken P/N.

**Transferring into Mass Media.** Students considering transferring into the mass media program at Minnesota State Mankato need to be aware of department admission requirements, including prerequisite courses, GPA and diagnostic examination. They should contact the department as early as possible for information that will assure a smooth transfer. Failure to plan ahead may delay or preclude admission to the program.

**Transfer Credit.** The department accepts no more than 13 credits from other colleges and universities as transfer credits to be applied toward the major. They must be taken in courses that match or are the equivalent of courses that are either offered by the department or allowed by it for elective credit.

**Internships.** Opportunities for mass media internships exist on and off campus for junior and senior majors who want to work in professional settings. The internship must be done under professional supervision and is taken only after the student has (1) completed all prerequisite courses; (2) submitted a department internship contract signed by the student, the student's internship supervisor and the department chair.

**Filing a Program.** By the end of the sophomore year the student, through individual consultation with a department adviser, should complete and file with the department a proposed program.

The department recommends that students develop programs of study that are complementary to their major in mass media. Students interested in news writing are encouraged to minor in courses in liberal arts, such as art, English, literature, modern language, history, humanities, philosophy or political science. Students interested in public relations are encouraged to minor in courses in business administration, art, communication studies, marketing, English, psychology, or sociology.

**Communication Facilities.** In addition to fully equipped modern computerized classrooms, the Department of Mass Media has access to a broad range of on-campus facilities that provide students practical experience. Students majoring in mass media may contribute to producing a student-oriented campus newspaper, *The Reporter*, and programming for KMSU-FM radio.

**Counseling and Guidance.** The key to the department's selective approach to mass media education is its counseling and guidance program. Students are encouraged to choose a department adviser. Working closely with this faculty person, students develop academic programs that relate to their needs, interests and career aspirations.

### MASS MEDIA BA

#### Required General Education

ENG	101	Composition (4)
MASS	110	Introduction to Mass Media (4)
POL	111	United States Government (3)

#### Major Common Core

MASS	221	Basic Writing for Mass Media (4)
MASS	312	Mass Media Law (4)
MASS	411	Mass Media Ethics and Criticism (4)
MASS	498	Mass Media Internship (4)

#### Major Restricted Electives

All Mass Media majors must complete at least one of the following five courses (4 or more credits). Majors may take MASS 233 and MASS 312 concurrently with, but not before, MASS 221. MASS 260 has no prerequisites.

MASS	233	Public Relations Principles (4)
MASS	260	Principles of Visual Mass Media (4)
MASS	325	Media Reporting and Editing (4)
MASS	330	Writing for Online Multimedia (4)
MASS	340	Mass Media Research (4)

#### Writing Intensive

(Choose 4 credits)

One of the Major Restricted Electives must also be a writing course. Choose one from the following:

MASS	325	Media Reporting and Editing (4)
MASS	330	Writing for Online Multimedia (4)
MASS	334	Writing and Speaking for Broadcast (4)
MASS	431	Freelancing for Mass Media (4)
MASS	434	Public Relations Writing (4)
MASS	436	Specialized Writing (4)

#### Major Unrestricted Electives

All majors must choose additional courses from the following courses to reach at least 36 credits in the major. MASS 112 has no prerequisites.

MASS	112	Mass Media and Children (2)
MASS	290	Selected Topics in Mass Media (1-4)
MASS	351	Digital Imaging for Mass Media (4)
MASS	360	Digital Design for Mass Media (4)
MASS	412	Mass Media History (4)
MASS	450	Strategic Communication Case Studies (4)
MASS	499	Individual Study in Mass Media (1-2)

#### Other Graduation Requirements:

**Required for Bachelor of Arts (BA) degree ONLY:** Language (8 credits)

# MASS MEDIA

## MASS MEDIA BS

### Required General Education

ENG	101	Composition (4)
MASS	110	Introduction to Mass Media (4)
POL	111	United States Government (3)

### Major Common Core

MASS	221	Basic Media Writing (4)
MASS	312	Mass Media Law (4)
MASS	411	Mass Media Ethics and Criticism (4)
MASS	498	Mass Media Internship (4)

### Major Restricted Electives

All Mass Media majors must complete at least one of the following five courses (4 or more credits). Majors may take MASS 233 concurrently with, but not before, MASS 221. MASS 260 has no prerequisites.

MASS	233	Public Relations Principles (4)
MASS	260	Principles of Visual Mass Media (4)
MASS	325	Media Reporting and Editing (4)
MASS	330	Writing for Online Multimedia (4)
MASS	340	Mass Media Research (4)

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MASS	325	Media Reporting and Editing (4)
MASS	330	Writing for Online Multimedia (4)
MASS	334	Writing and Speaking for Broadcast (4)
MASS	431	Freelancing for Mass Media (4)
MASS	434	Public Relations Writing (4)
MASS	436	Specialized Writing (4)

### Major Unrestricted Electives

All majors must choose additional courses from the following courses to reach at least 36 credits in the major. MASS 112 has no prerequisites.

MASS	112	Mass Media and Children (2)
MASS	290	Selected Topics in Mass Media (1-4)
MASS	351	Digital Imaging for Mass Media (4)
MASS	360	Digital Design for Mass Media (4)
MASS	412	Mass Media History (4)
MASS	450	Strategic Communication Case Studies (4)
MASS	499	Individual Study in Mass Media (1-2)

### Required Minor: Yes. Any.

## MASS MEDIA MINOR

The mass media minor is for students who are interested in building skills in writing and media production in conjunction with their chosen majors. Students completing the minor will gain a solid understanding of the production and evaluation of media messages, ethics and law, and they will also gain skills needed to create media messages in a variety of formats suitable for numerous careers.

Prerequisites: Students must complete and have a 3.0 GPA in ENG 101 and MASS 110 and must take the diagnostic exam prior to entering MASS 221.

### Minor Core

ENG	101	Composition (4)
MASS	110	Introduction to Mass Media (4)
MASS	221	Basic Writing for Mass Media (4)
MASS	312	Mass Media Law (4)
MASS	411	Mass Media Ethics and Criticism (4)

### Minor Elective

(Choose 8 credits)

MASS	233	Public Relations Principles (4)
MASS	260	Principles of Visual Mass Media (4)
MASS	290	Selected Topics in Mass Media (1-3)

MASS	325	Media Reporting and Editing (4)
MASS	330	Writing for Online Multimedia (4)
MASS	334	Writing & Speaking for Broadcast (4)
MASS	340	Mass Media Research (4)
MASS	351	Digital Imaging for Mass Media (4)
MASS	360	Digital Design for Mass Media (4)
MASS	398	CPT: Co-Operative Experience (0)
MASS	412	Mass Media History (4)
MASS	431	Freelancing for Mass Media (4)
MASS	434	Public Relations Writing (4)
MASS	436	Specialized Writing (4)
MASS	450	Strategic Communications Case Studies (4)
MASS	499	Individual Study in Mass Media (1-2)

## COURSE DESCRIPTIONS

### **MASS 110 (4) Introduction to Mass Media**

Nature, functions, responsibilities and effects of the media in contemporary society.

GE-9

Diverse Culture - Purple

### **MASS 112 (2) Mass Media and Children**

Course will examine the role of mass media in children's lives. Media will be examined as educator, image-maker, entertainer and messenger of violence.

Summer

### **MASS 221 (4) Basic Writing for Mass Media**

Basic techniques of gathering information and writing readable and accurate media stories.

Pre: ENG 101, MASS 110

Fall, Spring

### **MASS 233 (4) Public Relations Principles**

Survey of current practices and problems in the field of public relations. Emphasizes successful case histories and planning techniques.

Pre: MASS 221

Variable

### **MASS 260 (4) Principles of Visual Mass Media**

Exploration of the basic principles of visual media design, stressing the significance of images in a mass media society. Special focus on contextualizing historical and technological changes affecting image production for mass media.

Variable

GE-6, GE-7

Diverse Culture - Purple

### **MASS 290 (1-3) Selected Topics in Mass Media**

Selected topics in mass media

Pre: MASS 221 or consent

Variable

### **MASS 312 (4) Mass Media Law**

Principles of the First Amendment, libel, fair trial, privacy, access to news, pornography and regulation of radio and television.

Pre: MASS 221, POL 111

Fall, Spring

### **MASS 325 (4) Media Reporting and Editing**

Discussion of and practice in reporting about public affairs and social issues, plus examination of copy editing and headline writing for traditional and new media.

Variable

Pre: MASS 221

### **MASS 330 (4) Writing for Online Multimedia**

Reporting, writing and packaging news for online audiences with an emphasis on multimedia platforms; includes evaluation of news sites and critical consideration of best practices, and economic, ethical and legal issues.

Pre: MASS 221  
Variable

**MASS 334 (4) Writing & Speaking for Broadcast**

Planning, writing and delivering of broadcast news.  
Pre: MASS 221  
Variable

**MASS 340 (4) Mass Media Research**

This course introduces students to the concepts, approaches and tools for gathering and analyzing information in mass media research. Students will become acquainted with and effectively use the terminology and concepts used in mass media research.  
Pre: MASS 221  
Variable

**MASS 351 (4) Digital Imaging for Mass Media**

Instruction in the fundamental concepts, terminology, techniques and applications of digital imaging in mass media. Development of the basic skills necessary to design, create, manage and distribute photographic and video digital images in mass media communication. Students must provide own camera equipment.  
Pre: MASS 221  
Variable

**MASS 360 (4) Digital Design for Mass Media**

Practicum in typography, design, layout and production processes, including job budgeting and estimating, for newspapers, magazines, newsletters, brochures, posters, annual reports, direct mail and related print materials used public relations and journalism. Emphasis on graphic design software.  
Pre: MASS 221.

**MASS 398 (0) CPT: CO-Operative Experience**

Curricular Practical Training: Co-Operative Experience is a zero-credit full-time practical training experience for one summer and an adjacent fall or spring term. Special rules apply to preserve full-time student status. Please contact an advisor in your program for complete information.  
Pre: MASS 221. At least 60 credits earned; in good standing; instructor permission; co-op contract; other prerequisites may also apply.  
Fall, Spring, Summer

**MASS 411 (4) Mass Media Ethics and Criticism**

Study, analysis and criticism of the mass media, their ethics and performance.  
Pre: MASS 221  
Fall, Spring

**MASS 412 (4) Mass Media History**

Survey of the social, cultural, intellectual and technological development of advertising, public relations and print, broadcast and electronic journalism in the United States.  
Pre: MASS 221

**MASS 431 (4) Freelancing for Mass Media**

Marketing and writing of non-fiction articles for contemporary print and electronic magazines.  
Pre: MASS 221

**MASS 434 (4) Public Relations Writing**

Practical skill in the development of public relations writing including news releases, brochures, PSA's, pitch letters, annual reports.  
Pre: MASS 233  
Variable

**MASS 436 (4) Specialized Writing**

Techniques and practicum in writing of features, reviews, editorials, opinion columns and other specialized fields for print and electronic media.  
Pre: MASS 221  
Variable

**MASS 450 (4) Strategic Communications Case Studies**

Exploration of historic and contemporary examples of strategic public relations successes and failures. Analysis of public relations practices related to these cases, including planning, communication, evaluation exercises and management responsibilities.  
Pre: MASS 233  
Variable

**MASS 498 (4) Mass Media Internship**

Practical mass media experience in a professional setting.  
Pre MASS 221, MASS 312, and MASS 411, plus two additional 300/400 level MASS courses, one of which must be MASS 325, MASS 330, MASS 334, MASS 431, MASS 434 or MASS 436  
Fall, Spring

**MASS 499 (1-2) Individual Study in Mass Media**

Directed research on a mass media topic chosen by the student.  
Pre: MASS 221  
Fall, Spring