

MASS MEDIA COMMUNICATION (MMC)

MMC1000 INTRO TO MASS COMMUNICATION (3.00 Credits)

Overview of contemporary mass media and its historical background. Includes processes and effects of media messages on the individual and society. Deals with the media industry, its origins, responsibilities, legalities, and careers. Media discussed may include: blogs, social media, newspapers, magazines, books, radio, television, advertising, public relations, press releases and the movie and recording industries.

Total Contact Hrs: 48.00

Lecture Hrs: 48.00

MMC2121 WRITING FUNDAMENTALS FOR COMMUNICATORS (3.00 Credits)

Focuses on composing for print and electronic media web, beginning with the skills necessary to write with clarity and attention to user interactivity. Students will produce polished, published nonfiction work native to new media/new journalism formats. Students will also learn to write case studies, paid ads, and socials. The primary media may include blogs, wikis, video compositions, white papers, press releases or other developing formats. Students will learn to support composing in these primary media with other kinds of networked communication. Instruction will focus on developing advanced rhetorical skills appropriate for new media compositions.

Total Contact Hrs: 48.00

Lecture Hrs: 48.00