

MASS COMMUNICATION

The Bachelor of Arts degree in Mass Communication prepares students for productive careers and advanced study in Mass Communication and related fields. The degree offers two concentrations – Public Relations and Media Arts (Radio TV, Film, Internet) - which are also designed to acquaint students with state-of-the-art technologies in Mass Communication and expand their career opportunities in a variety of traditional and emerging professions. Additionally, students matriculating in the program will complete required internships through university collaborations and partnerships with media agencies, business and industry.

- Degree information for the Associate of Arts in Core Curriculum with a Mass Communication Transfer Pathway (<http://catalog.asurams.edu/undergraduate/degree-programs/>)
- Mass Communication, Bachelor of Arts (<http://catalog.asurams.edu/undergraduate/arts-sciences/mass-comm/mass-communication-bachelor-arts/>)
- Mass Communication, Minor (<http://catalog.asurams.edu/undergraduate/arts-sciences/mass-comm/mass-communication-minor/>)

COMM 1000. Cultural Diversity in Communication. (2 Credits)

This course emphasizes the patterns of public and interpersonal communication among and between ethnic groups and minority cultures globally with strategies and skills for improving the quality of those interactions. This class will deepen the understanding of communication as a social process using the course as a public speaking forum. Offered: All semesters.

COMM 1100. Human Communications. (3 Credits)

This course provides a broad approach to oral communication skills including intrapersonal, interpersonal, small group and public speaking. The course will also examine intercultural and mass communication. Offered: All semesters.

COMM 1110. Public Speaking. (3 Credits)

The organization of materials and the vocal and physical aspects of delivery in various speaking situations will be the focus of this course. Offered: All semesters.

COMM 1110H. Honors Public Speaking. (3 Credits)

The course is performance-oriented which requires students in the ASU Honors Program to design and deliver speeches of various types. Major emphasis is placed on preparation, organization, delivery, and the development of confidence and poise. The course involves four major steps, which will ensure insight into the major components of a successful speech.

COMM 2000. News Writing and Reporting. (3 Credits)

This course introduces basic concepts in news writing and teaches the basic skills of gathering information, including background research, interviews and observations, writing basic forms of news stories, including hard news and soft/feature stories, for both print and online media. Prerequisite: ENGL 1102. Offered: Fall and Spring.

COMM 2010. Survey of Mass Communication. (3 Credits)

This course presents the basic tenets of mass communication. It will provide insight into the different facets of mass communication, and how mass communication has been tied to contemporary culture. The course will provide insight into the different theories on media influence, and delve into the different media institutions, explore their history, and the political, social, and economic forces that shape contemporary media output. Prerequisite: ENGL 1102. Offered: Fall/Spring.

COMM 2025. Writing for the Media. (3 Credits)

Students will analyze and develop critical standards for radio/tv/film/Internet writing. Using basic script formats, students will prepare scripts in the appropriate mode. The student, under faculty supervision, will learn processes of creating a finished script that conforms to industry standards. Prerequisite: ENGL 1102. Offered: Fall/Spring.

COMM 2035. Fundamental Web and Graphics Design. (3 Credits)

A study of two-dimensional (2-D) design with emphasis on the visual communication design process. Topics include basic terminology and graphic design principles and introduction to fundamentals of design that lead to the discovery and comprehension of the visual language. Form, balance, structure, rhythm, and harmony are studied in black and white and in color. Various media will be used. This is the prerequisite course for the advanced publication design. Prerequisite: None. Offered: Fall, Spring.

COMM 3105. History of the Media. (3 Credits)

This course focuses on the historical development of the media. Students will acquire an in-depth understanding of how the media developed across the centuries, which events influenced these developments, and how the media shaped major events. By looking into the history of the media, students will also acquire a better understanding of the inner workings of media production and influence today. [Prerequisite: COMM 2010].

COMM 3110. Communication Research. (3 Credits)

This course discusses avenues to identify issues or problems in the field of mass communication that warrant scientific research, and covers various mass communication research methods such as content analysis, surveys, and experiments. The primary focus is on formulating research questions and creating appropriate research designs. This course will involve class research projects that require student participation. [Prerequisite: COMM 2010] Offered: Fall.

COMM 3120. Media Aesthetics and Criticism. (3 Credits)

A course designed to provide the fundamentals of theory and aesthetics for media criticism. Participants will identify, conceptualize, and apply aesthetic components to analyze media messages. They will apply narrative structure and other frameworks to their analysis, and they will interpret how ideology and culture play a role in the process of meaning production. [Prerequisite: COMM 2010.] Offered: Fall.

COMM 3155. African American Images in the Media. (3 Credits)

This course will elaborate on the representation of African Americans in the media. African American Images in the Media will provide an introduction into theories of representation and present the development of African American images in the media over the last 5 decades. The course will also explore different themes within this representation, such as the images of African American families, the African American male and female in the media, African Americans in music, and the representation of African Americans in the news. [Prerequisite: COMM 2010] Offered: Spring.

COMM 3160. Foundations of Strategic Communication. (3 Credits)

This course will elaborate on persuasive communication, including advertising, public relations, and propaganda, and the role these can play in altering opinions, attitude, and a behavior. The course provides students with insight into the psychological processes that play a role in the reception and possible influence of persuasion communication. Students will also gain insight into the various strategies and techniques used in persuasive messages, and learn how to create their own persuasive communication campaign. Finally, the course will delve into the history of strategic communication, and explicate how various forms of persuasion have been used throughout the ages. [Prerequisite: COMM 2010] Offered: Fall.

COMM 3205. Introduction to Public Relations. (3 Credits)

This course explains what the profession of public relations is. It will provide an overview of the roles, functions, principles, practices, strategies, tactics, and effects of public relations, as well as the ethics and legal perspectives related to the PR profession. The course will also discuss how PR interacts with journalism, advertising, and other practices in both traditional and new media. [Prerequisite: COMM 2000 and COMM 2010] Offered: Fall.

COMM 3210. Writing for Public Relations. (3 Credits)

This course is for students to develop the writing skills necessary to succeed in a public relations career. Students will produce public relations materials in a variety of formats, including fact sheets, news releases, brochures, blogs, position papers, and others. This course is also designed to have students think critically about current events and how they relate to public relations practice. [Prerequisite: COMM 2000] Offered: Spring.

COMM 3240. Audience Analysis. (3 Credits)

In this course, students will learn about the key elements of mass communication: the audience. The course will address the basic nature and characteristics of media audiences, as well as various methods used to collect information about the audience. This course will familiarize students with the nature of audience responses, the psychological processes that underline the audience response, and how to establish media impact. [Prerequisite: COMM 2010] Offered: Spring.

COMM 3250. Intercultural Communication. (3 Credits)

This course is centered on the importance of communication in our daily lives, and how communication is both informed by and shapes our culture. In this course, students will be made aware of how their communication processes are influenced by their culture, and how these processes vary across cultures. Students will gain an understanding of the challenges and opportunities posed by cross-cultural communication, and they will learn how to communicate effectively across cultural boundaries. [Prerequisite: COMM 2010] Offered: Fall.

COMM 3270. Broadcast Journalism. (3 Credits)

This lecture-laboratory course is oriented to radio and television broadcasting. Emphasis is placed on gathering, analyzing, writing, editing, and presenting news. Studio and on-location tapings are required. [Prerequisite: COMM 2025] Offered: Fall.

COMM 3280. International Media Research. (3 Credits)

This course is offered as a study abroad (SA) course. It covers commonly used research methods in communication. Readings prior to the study abroad trip will be required. Practical cases in the context of study abroad program will be used to illustrate how research may be applied to solve problems and enhance understanding of the international media and audiences. [Prerequisite: COMM 2010] Offered: Summer.

COMM 3310. Fundamentals of Visual Communication. (3 Credits)

Students will become familiar with how news and entertainment photos are made and edited for publication in media including newspapers, magazines, electronic media, and web sites. The course will provide students with an understanding of the history of photojournalism and its role in media organizations; how to operate a camera; the ability to edit photos for publication, including selecting, cropping, and cutline writing; and a basic understanding of photo composition. Legal and ethical issues regarding photojournalism are addressed along with learning the ability to produce basic, publishable photographs. [Prerequisite: COMM 2000] Offered: Fall.

COMM 3320. Fundamentals of Audio Production. (3 Credits)

A lecture and laboratory course that introduces students to the properties and production of sound, and how to record, edit, and mix audio. The student will acquire skills related to writing and announcing for the ear, console operation and signal flow, and recording technologies and formats. They will also acquire knowledge regarding audio aesthetics, production genres, and conventions for radio and other audio media. [Prerequisite: COMM 2025] Offered: Fall.

COMM 3330. Advanced Communication Skills. (3 Credits)

Analysis and application of interpersonal, small group, and mediated communication skills as effective speaking, listening, negotiation, conflict management, presentation, and media interviewing. Pre-requisite: COMM 1110 (C or better) or COMM 1100 (C or better)

COMM 3360. Media Advertising and Sales. (3 Credits)

Introductory survey of basic processes, strategies, and techniques for producing, selling, and evaluating advertising. Emphasis on consumer and marketing research, media advertising campaigns, marketing plans, media ratings, audience analysis, and media buying plans. [Prerequisite: COMM 2010] Offered: Spring.

COMM 3380. Sports Communication. (3 Credits)

Introduction to the field of sports writing and broadcast. Students will have a variety of assignments ranging from general sports coverage to play-by-play reporting of athletic events. Students will demonstrate an overall understanding of sports communication and the standards that pertain to it. Students will investigate and report various sports materials including reporting, interviewing, profiles, features, and related statistical information; prepare and participate in sporting events in areas of announcing, producing, etc.; prepare PR and promotional kits for sports teams and organizations; and understand the sports business in the United States and internationally. [Prerequisite: COMM 2000] Offered: Spring.

COMM 3445. Fundamentals of Video Production. (3 Credits)

This course is designed to acquaint the student with the operation and use of video production equipment and facilities. The student will have the opportunity to reach a competent level in basic video production areas. The course is organized as an introduction to television production with emphasis on: the use of video production, working within production studios, duties and responsibilities of the production crew, and visualization/design concepts for video. [Prerequisite: COMM 2025] Offered: Fall.

COMM 4140. Philosophy and Ethics of Communication. (3 Credits)

This course will introduce students to the philosophical foundations utilized in the field of mass communication. It will discuss the historical development of mass communication ethics and explore issues faced by mass communication practitioners and organizations in today's postmodern society. Through class discussion and case studies, students will learn how to utilize critical reasoning to resolve ethical dilemmas common in the media industry. [Prerequisite: COMM 2010] Offered: Spring.

COMM 4160. Media Programming & Management. (3 Credits)

Overview of basis of media programming and management including models relating to management theory, personnel goals, communicational organization, and media programming plans and formats appropriate for current organizations. [Prerequisite: COMM 2025] Offered: Spring.

COMM 4205. Theories and Strategies in Emerging Media. (3 Credits)

This course will survey new and emerging forms of media, and address theory, concepts, and strategies surrounding their development and impact. This course will critically examine the role that new media play in social change, and rely on case studies to elaborate on the use and impact of these newly emerging media. [Prerequisite: COMM 2010] Offered: Spring.

COMM 4210. PR Cases & Campaigns. (3 Credits)

This course is an undergraduate seminar in the creation of strategic communication campaigns. Students will study the operation and objectives of effective public relations using a case-study approach. Concepts to be covered include defining a campaign and expressing creativity, as well as identifying goals, objectives, and the target audience for a campaign. [Prerequisite: COMM 3205] Offered: Spring.

COMM 4215. PR Management & Administration. (3 Credits)

For both managers in PR firms and PR leaders across industries, the insights and skills to understand, coordinate all internal and external stakeholders, resources, and logistics are essential to the success of PR campaigns, the effectiveness of crisis management, and the long-term organizational health of the PR apparatus. This course will analyze the role of public relations in corporations, it will also discuss the management of public relations in other types of organizations such as non-profits, communications agencies, and government institutions. The importance of community and stakeholder relationship management will be emphasized. [Prerequisite: COMM 3205] Offered: As Needed.

COMM 4225. Communication Law. (3 Credits)

Study of various laws affecting American media. Students examine the concepts of freedom of speech and press, specific laws and alternative interpretations of those laws, federal regulatory agencies rights in news and advertising, libel slander, copyrights, and invasion of privacy. [Prerequisite: COMM 2010] Offered: Fall.

COMM 4240. Crisis Communication. (3 Credits)

As communication technology and the proliferation of news outlets instantly informs the public about organizational missteps, organizations need to be aware of their reputation before, during, and after crises. This course will discuss what constitutes and causes organizational crises, how to avoid crises, what to do when a crisis hits, and how to learn from past crises and prevent future problems. [Prerequisite: COMM 3205] Offered: Fall.

COMM 4250. Brand Journalism. (3 Credits)

Brand journalism is not only shaking up traditional views of brand management, it is also shaking up traditional views of journalism. It is content creation using journalistic skills. In this course, the future PR practitioners will learn to think like a journalist in creating evolving, multidimensional stories on behalf of the brands while asserting direct engagement with audiences and fans, bypassing the mediating news professionals. [Prerequisites: COMM 2000 and COMM 3205] Offered: Spring.

COMM 4260. International Strategic Communication. (3 Credits)

The next generation of public relations students must be equipped with strategic communication skills to work in a global environment. Through a combination of research projects, discussions, and case studies, the course will cover a variety of global issues, including diversity of news and mass communications, emerging trends in global business communication and media, advances in technology, global sources and systems of communication, cultural contexts, ethical and legal issues, and the role and impact of advertising and public relations in the global marketplace. [Prerequisites: COMM 3160 or COMM 3205] Offered: Summer.

COMM 4280. Cases on Emerging Media. (3 Credits)

This course is offered as a study abroad (SA) course. It covers current important issues and phenomena in the new and emerging media. Case study is the primary approach to this class. Theoretical foundations are discussed and applied to the explaining and understanding of the cases. Comparisons will be made between the popular and emerging media in the study abroad host country and those in the United States. [Prerequisite: COMM 2010] Offered: Fall.

COMM 4320. Radio Programming and Production. (3 Credits)

Advanced level course in the radio profession that studies the methods of programming strategies, advanced techniques in production, presentation, planning, ratings, formats, and audience analysis. Includes techniques in sound and music effectiveness in all radio content and methods. [Prerequisite: COMM 3320] Offered: Spring.

COMM 4340. Advanced Video Production. (3 Credits)

This is an advanced level course in video production, designed to give the student a practical experience as a producer and director of video narratives, documentaries, and other forms. The course is composed of production assignments, production meetings, lectures, demonstrations, screenings, and discussions. [Prerequisite: COMM 3445] Offered: Spring.

COMM 4350. Narrative Film Making. (3 Credits)

Examines the art of dramatic, comic, action, and suspense filmmaking and provides practical opportunities for students to prepare scripts, storyboards, direction, and to film, edit, and produce original fictional works. [Prerequisite: COMM 3445] Offered: Spring.

COMM 4355. Documentary Film Making. (3 Credits)

The pre-production, production, and post-production of audio and video documentaries. Hypothesize and comprehend the uses and purposes of media production and theories and applications included in the roles of director, producer, and editor; promote the development of the producer in the area of production techniques, and cultivate producer skills such as negotiating, client relations, budgeting, etc. through field production, post-production, and evaluation. [Prerequisite: COMM 3445] Offered: Spring.

COMM 4510. Media Seminar. (3 Credits)

Must be a senior to enroll. This course for graduating seniors provides students an opportunity to apply theories and techniques to practical experiences in their areas of concentration. It is a research seminar. Seniors must successfully complete an approved final project that will be presented both orally and in writing to be judged by a jury of faculty in the department. In consultation with their advisors, students may select a topic for their research during the first semester. Research projects should reflect the career or academic interests of the students. [Prerequisite: Senior Status]. Offered: Fall, Spring.

COMM 4530. Directed Study. (3 Credits)

A project designed by the student and a radio-television-film faculty member who agrees to work with the student to meet specific and individual needs. Directed study requires the student to complete extensive readings and writing assignments. [Prerequisites: Junior or Senior Status and permission of instructor] Offered: Fall.

COMM 4550. Special Topics. (3 Credits)

A specially-designed course(s) providing students an opportunity to pursue scholarly and practical work in an area of major interest under the guidance of members of the mass communication faculty. Specific goals and objectives permit students to take specialized course subjects pertinent to current needs and desires. [Prerequisite: At least junior standing] Offered: Spring.

COMM 4570. Internship. (3 Credits)

Part-time placement in professional media facilities in Albany and other cities. Emphasis is on learning overall business structure and developing skills for entry-level decision-making positions. [Prerequisites: At least junior standing or instructor permission] Offered: Fall, Spring.