

School of Journalism and Mass **Communications**

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Degree Programs Offered

- BA, major in Mass Communication
- BA, major in Mass Communication-Advertising
- BA, major in Mass Communication-Electronic Media
- BA, major in Mass Communication- **Journalism**
- BA, major in Mass Communication-Public Relations

Minors Offered

- Journalism
-  Mass Communication

The School of Journalism and Mass **Communications** is an ACEJMC accredited program that offers a curriculum that introduces students to the broad framework of mass communication, emphasizing what is common and fundamental to advertising, broadcasting, **journalism** and public relations.

The mission of the School of Journalism and Mass **Communications** is to pursue excellence. Our programs strive to cultivate strong professional, research, theoretical, critical and ethical skills in a diverse and engaging environment that prepares students to be socially responsible media professionals, scholars and citizens. Students may earn a Bachelor of Arts in mass communication, mass communication-advertising, mass communication-electronic media, mass communication-**journalism** or mass communication-public relations.

Students may gain experience by working in student media, such as the *University Star*, KTSW 89.9 FM, *Bobcat Update*/Channel 23 News, and through internships outside the school. They also have the opportunity to participate in intercollegiate competitions through organizations such as the American Advertising Federation, Public Relations Society of America, Texas Intercollegiate Press Association, National Broadcast Society, and the Society of Professional Journalists.

To earn a Bachelor of Arts degree in Mass Communication, students must complete 120 semester hours, which includes the general education requirements, BA degree requirements, 33 hours in Mass Communication, and a minor outside the school. No more than 40 hours of Mass Communication may be counted toward degree requirements.

Because 21 hours of the 33-hour Mass Communication major must be advanced (junior-senior) hours, community college transfer students may apply no more than 12 semester credit hours of mass communication transfer courses to their degree. Transfer students from four-year institutions may apply no more than 15 semester credit hours of mass communication transfer courses to their degree.

Special Requirements

1. Any student admitted to Texas State may declare and be admitted to the program under a temporary status called pre-mass communication. Once a student has accumulated at least forty-five credit hours and meets the requirements outlined below, the student will be admitted to the school in full-major status. Students who fail to meet these requirements will not be admitted to the major. A grade of a "C" or higher in the following courses or their equivalents: ENG 1310, ENG 1320, COMM 1310 and MC 1301. An overall GPA of at least a 2.5 on a 4.0 scale. A passing score on the school's grammar, spelling and punctuation (GSP) test. Students who have not met the university's computer literacy requirement will need to complete CS 1308, or its equivalent, with a grade of "C" or higher.

2. General education core curriculum options should be discussed with a Mass Communication academic advisor. Requirements and choices are listed in the University College section.
3. The Bachelor of Arts degree requires 6 hours of English literature, 2310 and 2320 of a modern language and SOCI 3307.
4. The Grammar, Spelling and Punctuation test (GSP) is given by the Texas State Testing, Research-Support and Evaluation Center on the main campus. The GSP is administered weekly; call (512) 245-2276 for testing times. The test can only be taken a maximum of three times, and there is a fee of \$40 per test. Students enrolled at the Round Rock Center should call the One Stop Center at (512) 716-4000 for testing information.
5. Advising. In an effort to promote the academic welfare of all Mass Communication students, the school requires that all pre-major mass communication majors be academically advised each semester before they register. An advisor is available year round to assist all Mass Communication students with academic issues and concerns. Students should contact a Mass Communication Academic Advisor at (512) 245-2656 to schedule an appointment.
6. All students must earn a “C” or higher in each of five core courses in Mass Communication, which include: MC 1301-Introduction to Mass Communication, MC 1313-Writing for Mass Media, MC 4301-Mass Communication Law, one course chosen from: MC 3355-Mass Media and Society, MC 4302-History of Mass Media or MC 4310-International Communication and one course chosen from MC 3319-Visual Communication, MC 3311-Video Production, MC 3390-Publication Design and Production, MC 4304 Advertising Strategy and Execution-Portfolio, MC 4309 Visual Literacy: Film, MC 4312-Photojournalism or MC 4336D Web Design and Publishing.
7. Students must earn a “C” or higher in all prerequisite courses.
8. At the Round Rock Center only the Bachelor of Arts in Mass Communication degree program is offered.

Mass Communication Specializations

In addition to core MC courses, the school offers courses to prepare students for work within all areas of mass communication. Students may concentrate their study in Advertising, Electronic Media, Journalism or Public Relations, or elect a general Mass Communication course of study. Students must complete an additional 18 hours from one of these areas. They should see a Mass Communication Academic Advisor in the school office for assistance in planning their programs in these areas of study.

Advertising

The Advertising sequence aims to help students sharpen their creativity and learn how to solve clients' problems. To the end, the Advertising sequence offers courses that cover the major job descriptions of advertising, such as account management, creative, and media. From the courses, students will get exposed to various issues in the field and learn the skills that are needed to become professional. Further, students will have opportunities to participate in extracurricular activities designed to train and prepare students for the job market through AAF (American Advertising Federation) student advertising competition and Ad Club.

Electronic Media

The Electronic Media sequence offers courses designed to prepare students for careers in broadcasting, cable, satellite and new media. The courses emphasize journalism, audio and video production, management, and programming by combining skills instruction with decision-making opportunities, which students put into practice while working for student media. Electronic media sequence students receive hands-on experience while working for radio station KTSW, a cable access television channel, and online. Students are also encouraged to seek internships in professional media organizations off-campus.

Mass Communication

The Mass Communication sequence emphasizes theory and research for students interested in graduate school and also provides flexibility for students to study other areas of mass communication.

Journalism

The journalism sequence prepares students to be reporters, editors, designers and visual journalists. An emphasis is placed on writing and multimedia skills. Students are encouraged to work with campus media outlets, including the University Star newspaper, and to seek internships with media organizations off campus.

Public Relations

Based on the skills of writing, graphics and internet tools, public relations students learn to develop strategies to effectively communicate carefully designed messages to audiences important to their organizations. Students have opportunities to practice their skills in Bobcat PRomotions, the student-run public relations agency, and in internships in Texas and major cities in the United States.

Bachelor of Arts Major in Mass Communication

Minimum required: 120 semester hours

Freshman Year	Hours	Sophomore Year	Hours
COMM 1310.....	3	ENG Literature	3
ENG 1310, 1320	6	PHIL 1305	3
Mathematics Component.....	3	MC 1313, 3355.....	6
US 1100	1	Natural Science Component	4
HIST 1310, 1320.....	6	Modern Language 1410, 1420	8
MC 1301, Visual Communication Component*	6	POSI 2310, 2320	6
Natural Science Component.....	3		
Social Science Component.....	3		
PFW one course	1		
*3 hours from: MC 3319, 3311, 3390, 4304, 4309, 4312 or 4336D.			
Total	32	Total	30
Junior Year	Hours	Senior Year	Hours
ART, DAN, MU, TH 2313	3	MC 3383, 4305	6
MC 3360	3	MC 4301, 3355 or 4302 or 4310.....	6
MC advanced elective	6	Minor.....	12
Minor	6	Advanced electives	3
Modern Language 2310, 2320.....	6		
SOCI 3307	3		
ENG Literature.....	3		
PFW one course	1		
Total	31	Total	27

Bachelor of Arts Major in Mass Communication-Advertising

Minimum required: 120 semester hours

Freshman Year	Hours	Sophomore Year	Hours
COMM 1310.....	3	ENG Literature.....	3
ENG 1310, 1320	6	PHIL 1305.....	3
Mathematics Component.....	3	MC 1313, 3367.....	6
US 1100	1	Natural Science Component	4
HIST 1310, 1320.....	6	Modern Language 1410, 1420.....	8
MC 1301, Visual Communication Component*	6	POSI 2310, 2320	6
Natural Science Component.....	3		
Social Science Component.....	3		
PFW one course	1		
*3 hours from: MC 3319, 3311, 3390, 4304, 4309, 4312 or 4336D.			
Total	32	Total	30
Junior Year	Hours	Senior Year	Hours
ENG Literature.....	3	MC 4307	3
ART, DAN, MU, TH 2313	3	MC 3373, 3379, 4303, 4304, 4316C or 4316D.....	3
MC 3368, 3372, 4316F	9	MC 4301, 3355 or 4302 or 4310.....	6
Minor	6	Minor.....	12
Modern Language 2310, 2320.....	6	Advanced electives.....	3
SOCI 3307	3		
PFW one course	1		
Total	31	Total	27

Bachelor of Arts Major in Mass Communication-Electronic Media

Minimum required: 120 semester hours

Freshman Year	Hours	Sophomore Year	Hours
COMM 1310.....	3	ENG Literature.....	3
ENG 1310, 1320	6	PHIL 1305.....	3
Mathematics Component.....	3	MC 1313, 3374.....	6
US 1100	1	Natural Science Component	4
HIST 1310, 1320.....	6	Modern Language 1410, 1420.....	8
MC 1301, Visual Communication Component*	6	POSI 2310, 2320	6
Natural Science Component.....	3	PFW one course	1
Social Science Component.....	3		
PFW one course	1		
*3 hours from: MC 3319, 3311, 3390, 4304, 4309, 4312 or 4336D.			
Total	32	Total	31
Junior Year	Hours	Senior Year	Hours
ENG Literature.....	3	MC 3312	3
ART, DAN, MU, TH 2313	3	MC 3307, 3310, 3375, 4330 4356D or 4356I.....	3
MC 3306, 3311, 3394.....	9	MC 4301, 3355 or 4302 or 4310.....	6
Minor	6	Minor.....	12
Modern Language 2310, 2320.....	6	Advanced electives.....	3
SOCI 3307	3		
Total	30	Total	27

Bachelor of Arts
Major in Mass Communication- Journalism
 Minimum required: 120 semester hours

Freshman Year	Hours	Sophomore Year	Hours
COMM 1310	3	ENG Literature	3
ENG 1310, 1320	6	PHIL 1305	3
Mathematics Component.....	3	MC 1313, 3374.....	6
US 1100	1	Natural Science Component	4
HIST 1310, 1320.....	6	Modern Language 1410, 1420.....	8
MC 1301, Visual Communication Component*	6	POSI 2310, 2320	6
Natural Science Component	3	PFW one course	1
Social Science Component.....	3		
PFW one course	1		
*3 hours from: MC 3319, 3311, 3390, 4304, 4309, 4312 or 4336D.			
Total	32	Total	31
Junior Year	Hours	Senior Year	Hours
ENG Literature.....	3	MC 4312 or 4356B or 4356C or 4356D or 4356F or 4356G, 4356H.....	3
ART, DAN, MU, TH 2313	3	MC 4330 or MC Advanced Elective	3
MC 3320, 3383, 3390 or 4336D.....	9	MC 4301, 3355 or 4302 or 4310.....	6
Minor	6	Minor.....	12
Modern Language 2310, 2320.....	6	Free Elective.....	3
SOCI 3307	3		
Total	30	Total	27

Bachelor of Arts
Major in Mass Communication-Public Relations
 Minimum required: 120 semester hours

Freshman Year	Hours	Sophomore Year	Hours
COMM 1310	3	ENG Literature	3
ENG 1310, 1320	6	PHIL 1305	3
Mathematics Component.....	3	MC 1313, 3343.....	6
US 1100	1	Natural Science Component	4
HIST 1310, 1320.....	6	Modern Language 1410, 1420.....	8
MC 1301, Visual Communication Component*	6	POSI 2310, 2320	6
Natural Science Component	3	PFW one course	1
Social Science Component.....	3		
PFW one course	1		
*3 hours from: MC 3319, 3311, 3390, 4304, 4309, 4312 or 4336D.			
Total	32	Total	31
Junior Year	Hours	Senior Year	Hours
ENG Literature.....	3	MC 3383, 4320.....	6
ART, DAN, MU, TH 2313	3	MC 4301, MC 3355 or 4302 or 4310	6
MC 3360, 3390 or 4336D, 4313.....	9	Minor.....	12
Minor	6	Advanced Electives	3
Modern Language 2310, 2320.....	6		
SOCI 3307	3		
Total	30	Total	27

Minor in Mass Communication

A minor in Mass Communication requires 18 hours, including MC 3343, 3355, 3367, and 4302, and 6 hours selected from MC 1301, 3375, 4303, 4308, 4309, 4310, 4356C, 4376A, 4382A, 4382D, 4382E, 4382I, MC 4382K, MC 4382L, MC 4382M, MC 4382M or MC 4382O.

Minor in Journalism

A minor in Journalism requires 18 hours, including MC 1301, 1313, 3374, 3383, 3390, 4301, and a passing score on the GSP test.

Students seeking teacher certification under an academic major other than Mass Communication may select a second teaching field in Journalism by completing MC 1301, 1313, 3374, 3383, 3390, and 4301. A passing score on the GSP test is also required.

Courses in Mass Communication (MC)

1301 (COMM 1307) Introduction to Mass Communication. (3-0) A survey of the mass media and other areas of mass communication designed to acquaint the student with the field of communication and what it offers.

(WI) **1313 (COMM 2311) Writing for the Mass Media.** (2-2) An introduction to the major forms of writing for the mass media: advertising, broadcasting, print journalism and public relations. Prerequisite: Full major status and typing skill.

2111 Media Practicum. (0-4) Students perform supervised media work of at least 60 hours for the semester. Credit requires prior written contract with a supervising faculty member and a portfolio of completed work. May be repeated twice. Graded on a credit, no-credit basis. Prerequisite: Consent of appropriate sequence coordinator and school director.

(WI) **3306 Writing for the Electronic Media.** (2-2) The study and practice of writing copy for the electronic media, including the composition of commercials, news stories, public service announcements, promotions and documentaries. Prerequisites: Full major status, MC 1313.

3307 Audio Production. (2-4) The basics of digital audio production with emphasis on techniques used in producing commercials, public service announcements and promotions. Lab requirements include a regular air-shift on the campus radio station and structured group meetings.

(WI) **3310 Radio News.** (2-4) Standard theory and practice of radio news production, including digital recording and editing of sound, and the writing and presentation of news copy. Students will deliver newscasts for the campus radio station. Prerequisites: Full major status, MC 1313.

3311 Video Production. (2-4) Basics of analog and digital video production. Emphasis on techniques used in producing newscasts, commercials, public service announcements, promotions. Lab requirements include field and studio production. Prerequisite: Full major status.

(WI) **3312 Television News.** (1-7) Standard theory and practice of electronic news gathering and production, including writing copy to match video and synchronization of audio and video in news stories. Students work on a campus news program. Prerequisites: Full major status, MC 3306, 3311.

3319 Visual Communication. (3-0) This course studies the principles, theories, and language of visual communication, emphasizing the evaluation and use of images in mass media. It is designed to help you integrate words and pictures in mass communication and to gain a greater appreciation of our visual world.

(WI) **3320 Advanced Media Reporting & Writing.** (2-2) Integrating writing and reporting skills to produce in-depth stories using multiple sources of information. Techniques of investigative reporting, online, database resources, social science reporting and feature writing with emphasis on understanding the appropriate approach. Prerequisites: Full major status, MC 1313.

3343 Introduction to Public Relations. (3-0) The introductory course for the public relations sequence. Explores the functions of public relations in the information age and its role in corporations, companies, government offices, non-profit organizations and public relations agencies.

3355 Mass Media and Society. (3-0) An examination of the roles of the mass media in American society, including an analysis of the philosophical basis of media structure; mass media as business; media effects on public issues, morals and tastes; and other contemporary issues.

3360 Research Methods in Mass Communication. (3-0) Study of the principles, techniques and problems of quantitative and qualitative research as they relate to mass communication. Prerequisite: Full major status.

3367 Advertising. (3-0) A broad overview of advertising including history, role and responsibility, and impact of the digital revolution. Key topics will be research, account service, media planning, creative, sales promotion, public relations, campaigns, and the advertising agency.

(WI) **3368 Advertising Copywriting.** (2-2) Study of writing and producing advertising copy for print, broadcast and digital media. Emphasis on formative research, market and consumer analysis and the creative process. Prerequisites: Full-major status, MC 1313, 3367.

3372 Advertising Media Planning. (3-0) Study of planning and buying messages in traditional and new media to creatively and effectively reach targeted prospects. Attention is given to media characteristics, scheduling, testing and buying efficiencies. Prerequisites: Full major status, MC 1313, 3367.

(WI) **3373 Broadcast Commercial and Promotion Writing.** (2-2) Writing and producing radio scripts and television storyboards for commercial messages. Study will include audiences, programming, research and copytesting, and regulations. Spot announcements will be produced for class. Prerequisites: Full major status, MC 1313, 3367.

3374 Information Gathering and Analysis. (3-0) Study of techniques for locating, retrieving, assessing and verifying information from a multitude of sources to be used in mass communication. Interviewing, fact verification, use of libraries and computerized data bases, access to government proceedings and documents and interpreting statistics. Prerequisite: Full major status, MC 1313.

3375 Programming in Electronic Media. (3-0) Study of the principles and strategies of winning audiences for the electronic media: television radio, cable, satellite and the internet.

3379 Advertising and Public Relations Management. (3-0) Study of managerial problems in advertising and public relations programs. Case study approach to setting goals, developing strategy, budgeting and working in a client-agency relationship. Prerequisites: Full major status, MC 1313, 3343 or 3367.

(WI) **3383 Editing for Clear Communication.** (2-2) A course designed to help writers divorce themselves from the creative process and function as editors of their own work and the work of others, focusing on meaning, accuracy, logic, language, sense, organization, style, and form appropriate to audience and medium. Prerequisites: Full major status, MC 1313.

3390 Publication Design & Production. (2-2) Study of advanced editing principles, including design and production skills for print and online material. Students will edit both copy and graphics and design publications. Prerequisite: Full-major status

3394 Management of Electronic Media. (3-0) The study of the management of electronic media, including sales, federal regulation, and responsibilities to society, community and stockholders. Prerequisite: Full major status.

4130 Internship. (0-5) Requires a minimum of 100 hours of off-campus experience, written contract with internship coordinator and portfolio of completed work. Students cannot gain more than three hours of credit for any combination of: MC 4130, 4230 and 4330. Prerequisites: 60 credit hours, full-major status, good academic standing and appropriate sequence coursework.

4230 Internship. (0-10) Requires a minimum of 150 hours of off-campus experience, written contract with internship coordinator and portfolio of completed work. Students cannot gain more than three hours of credit for any combination of: MC 4130, 4230 and 4330.

Prerequisites: 60 credit hours, full-major status, good academic standing and appropriate sequence coursework.

4301 Media Law and Ethics. (3-0) A study of law governing print, advertising, electronic media and public relations. Prerequisites: Full major status, MC 1313.

4302 History of Mass Media. (3-0) Students will study the development of mass media, advertising and public relations in the United States from 1690 to the present.

4303 International Advertising. (3-0) Overview of international marketing and advertising; problems and opportunities of a global economy.

4304 Advertising Strategy and Execution-Portfolio. (2-2) Course emphasizes projects that allow students to learn how to produce and display professional portfolios to enhance their employment opportunities. Prerequisites: Full major status, MC 1313, 3367.

(WI) **4305 Theories of Mass Communication.** (3-0) A study of the predominant theories of communication, including mass media effects, functions and controls. Prerequisites: Full major status.

4306 Advertising Competition. (3-0) The course will focus on developing an integrated marketing communications campaign for a national client as part of the National Student Advertising Competition. Students will create a campaign from the developmental through the execution process. Prerequisite: Consent of instructor.

(WI) **4307 Advertising Campaigns.** (3-0) Development, coordination and evaluation of complete advertising campaigns for specific clients. Students will conduct market research, formulate objectives and strategies, recommend media plans and develop creative executions through plans books and presentations. Prerequisites: Full major status, MC 3368, 3372.

4308 Women and Minorities in the Media. (3-0) Analysis of the images of women and minorities in the media and their status as media professionals. Includes study of the alternative media. (MC)

4309 Visual Literacy: Film. (3-0) The course will teach how meaning is constructed in visual images by using film as a practical medium. It provides the necessary skills to critique and create effective images. It is especially useful for students majoring in image-based sequences of the mass communication major, particularly broadcasting and advertising.

4310 International Communication. (3-0) A study of media systems worldwide in different socioeconomic contexts and an examination of patterns of international communication flow.

4311 Independent Study: Advertising, Broadcasting, Print Journalism, Public Relations. (0-12) Students complete an academic project requiring the equivalent of 160 hours work. Requires prior written contract with faculty member and portfolio of completed work. Cannot be repeated. Graded on a credit, no-credit basis. Prerequisites: 75 credit hours, full major status, MC 1313, and consent of chair.

4312 Photojournalism. (2-2) Students will develop skills in camera operation, learn computer software applications, learn how to combine words with stories, and how to make layouts and designs for print and multimedia. Students will learn basic analog and digital camera operations, and how to process digital images for the Web and for printing.

(WI) **4313 Writing for Public Relations.** (2-2) An examination and application of the writing skills required in public relations. Competency is developed in writing news releases, feature articles, newsletters, advertising copy, magazine articles and brochure copy. Prerequisites: Full major status, MC 1313, 3343.

4316 Special Topics in Advertising. (3-0) Intensive look at special advertising topics. Repeatable for credit with different emphasis. Prerequisites: Full major status, MC 1313, 3367.

4316D Advertising Media Sales (3-0)

4316F Account Planning (3-0)

(WI) **4320 Public Relations Campaigns.** (3-0) Through classroom and internship, students learn the professional approach to traditional and electronic public relations and evaluate its function, value and limitations. Prerequisites: Full major status, MC 4313.

4330 Internship. (0-15) Requires 180 hours of off-campus experience, written contract with internship coordinator and portfolio of completed work. Students cannot gain more than

three hours of credit for any combination of: MC 4130, 4230 and 4330. Prerequisites: 60 credit hours, full-major status, good academic standing and appropriate sequence coursework.

4336 Special Topics in Electronic Media. (3-0) Intensive look at special topics in the electronic media. Repeatable for credit with different emphasis. Prerequisites: Full major status, MC 1313, 2319.

(WI) **4336B Documentaries.** (3-0)

4336D Web Design and Publishing. (3-0)

4356 Special Topics in Reporting. (3-0) Intensive look at special topics in reporting. Repeatable for credit with different emphasis. Prerequisites: Full major status, MC 1313.

4356B Editorials, Columns, and Reviews. (3-0)

4356C Community Affairs. (2-2)

(WI) **4356D Sports as News.** (2-2)

(WI) **4356F Feature Writing.** (2-2)

(WI) **4356G Magazine Writing.** (2-2)

4356H Multimedia Journalism. (3-0)

4356I Visual Storytelling. (3-0)

4376 Special Topics in Public Relations. (3-0) Intensive look at special topics in public relations. Repeatable for credit with different emphasis. Prerequisites: Full major status, MC 1313. MC 3343.

4376C Public Relations Case Studies. (3-0)

(WI) **4376D Public Relations Writing & Design.** (2-2)

4382 Special Topics in Mass Communication. (3-0) Intensive look at special topics in Mass Communication.

4382E Media Ethics. (3-0)

4382I Television as Pop Culture. (3-0)

4382K Latinas/Latinos and the Media (3-0)

4382L Feature Writing and Freelancing. (3-0)

4382M Introduction to Multimedia. (3-0)

4382N Seminar in American Journalism: National Writers Workshop. (3-0)

4382O Travel Journalism. (3-0)

4382P Health Communication Campaigns. (3-0)