

Mass Communication – Broadcast Concentration Major

Mass Communication – Broadcast Concentration Mission:

Provide hands-on personal training in television and radio production, newsgathering, broadcast writing, and advertising. Prepare students for jobs in broadcast media and production.

Learning Outcomes:

- Write broadcast-style news copy in active voice for television and radio.
- Properly script a READER, VO, VOSOT, and PACKAGE for television and a READER, READER-ACK, VOICER, WRAP, radio.
- Write and produce news stories, public service announcements, commercials, and promotional announcements.
- Operate a broadcast-quality video and audio equipment.
- Edit projects using digital audio and video editing systems.
- Understand and use journalistic and broadcast industry ethics.
- Demonstrate knowledge of the history of media and how new technologies are shaping the future of media.

Major assessment: Senior Mass Communication majors will assemble a portfolio of their clippings from *The Delta, Voyage*, radio and television reels and scripts, and samples of their work completed during their internships. Mass Communication Seniors must also take an in-house exam.

Program: Mass Communication

Type: Major

Major Requirements

Completion of the Mass Communication Core plus a concentration in one of the following areas: Broadcast, Journalism or Strategic Communication.

Broadcast Concentration:

Mass Communication Core +

MC215, MC230, MC300, MC330, MC385, MC390, MC401 OR MC402, MC485

Item #	Title	Hours
	Mass Communication Core	
MC 215	Writing for Broadcast	3
MC 230	Radio Production	3
MC 300	Television Production	3
MC 330	News Reporting for Broadcast	3
MC 385	Social Networking	3
MC 390	Advanced Television Production	3
MC 391	Advanced Radio Production	3
MC 401	Internship: Radio	3
MC 402	Internship: Television	3
MC 485	Senior Portfolio	3
	Total credits:	36-39