

MASS COMMUNICATIONS (MASS)

MASS 110 Mass Media: Impact and History-GTAH2 3 Credits

Investigation of the role played by media in everyday life and media's social, economic, and historical influence on society.

Essential Learning Categories: Humanities

Colorado Guaranteed Transfer (GT) Pathways General Education Curriculum

Terms Typically Offered: Fall, Spring, Summer.

MASS 140 Media Theory Introduction 3 Credits

Introduction to theories of Mass Communication. Exploration of theory constructs, audience research, effects of emerging media and technologies, and message content.

Prerequisites: MASS 110.

Terms Typically Offered: Fall, Spring.

MASS 144 Multimedia Storytelling 3 Credits

Journalism-based techniques and methods for modern storytelling of accurately written information through the use of the internet, video, and audio.

Prerequisites: MASS 110.

Terms Typically Offered: Fall, Spring.

MASS 196 Topics 1-3 Credits

Course may be taken multiple times up to maximum of 15 credit hours.

MASS 213 Introduction to Media Writing and Reporting 3 Credits

Fundamentals of news gathering and reporting through a variety of media. Exploration of ethical and legal aspects of journalistic endeavors.

Prerequisites: MASS 140.

Terms Typically Offered: Fall, Spring.

MASS 251 Mass Media: Advertising and Promotions 3 Credits

Principles of media advertising and promotions. Considers research, analysis, strategy, advertising barriers, design, and perspective.

Terms Typically Offered: Fall.

MASS 261 Audio Announcing and Production 3 Credits

Exploration of the art and science of announcing for media and the importance and use of the spoken word in persuasive messages. Creation and execution of programs and formats for audio source distribution both traditional and emerging.

Prerequisites: MASS 140.

Terms Typically Offered: Fall.

MASS 271 Video Production 3 Credits

Fundamentals of electronic field production and non-linear editing with hands-on experience with broadcast-quality equipment. Creation and execution of productions involving videography, scripting, graphic layout, and editing.

Terms Typically Offered: Fall, Spring.

MASS 296 Topics 1-3 Credits

Course may be taken multiple times up to maximum of 15 credit hours.

MASS 310 Media Law and Ethics 3 Credits

Ethical principles and laws affecting media. Includes study and application of ethics and laws involved in print, broadcasting, and emerging media.

Prerequisites: MASS 213.

Terms Typically Offered: Fall, Spring.

MASS 313 Broadcast Journalism Reporting 3 Credits

Introduction to broadcast writing styles and history. Specific applications for radio, television, and internet. Emphasis on formatting, newsgathering, interviewing, and researching.

Prerequisites: MASS 213.

Terms Typically Offered: Spring.

MASS 315A Specialized Writing for Media: Science 3 Credits

Specialized writing about science for various media platforms.

Prerequisites: MASS 213.

MASS 315B Specialized Writing for Media: Sports 3 Credits

Specialized writing about sports for various media platforms.

Prerequisites: MASS 213.

MASS 315C Specialized Writing for Media: Health 3 Credits

Specialized writing about health for various media platforms.

Prerequisites: MASS 213.

MASS 315D Specialized Writing for Media: Crime 3 Credits

Specialized writing about crime for various media platforms.

Prerequisites: MASS 213.

MASS 315E Specialized Writing for Media: Arts Journalism 3 Credits

Specialized writing about the arts for various media platforms. Subjects include: theory and creation of art critiques, fluency in a broad range of arts journalism contexts, and the law and ethics of arts journalism.

Prerequisites: MASS 213.

Terms Typically Offered: Fall.

MASS 317 Writing Opinion for Impact 3 Credits

Persuasive and insightful writing. Subjects include public issues, supporting beliefs, analysis, and documentation for targeted audiences through broadcast, print, and internet/web.

Prerequisites: MASS 213.

Terms Typically Offered: Fall.

MASS 342 Photojournalism I 3 Credits

Fundamentals of camera techniques, qualities of print and digital images, history and ethics of photojournalism, uses of software in image acquisition and use, and development of esthetic values.

Terms Typically Offered: Fall.

MASS 350 Public Relations Concepts 3 Credits

Historical and theoretical approach to contemporary public relations with emphasis on the persuasion process and ethics, propaganda, and advertising techniques in mass media.

Prerequisites: MASS 213.

MASS 352 Print Design and Production for Editors 3 Credits

Various essential processes and duties editors face in preparing articles, graphics, and photos for print publication - including digital design and pre-press, typography, press-ready PDFs, CMYK offset printing, writing headlines and cutlines, and meeting all expectations in the printed final product. Adobe InDesign also is introduced and utilized.

Prerequisites: MASS 213.

MASS 357 Documentary and News Producing 3 Credits

Creation of multimedia content for students to develop their skills as producers, researchers, interviewers, writers, and videographers, as well as on-camera and voice talent. The focus of study will be on analyzing and practicing the aesthetic and technical elements of documentary and news content in order to create original stories for broadcast, print, and web.

Prerequisites: MASS 271.

Terms Typically Offered: Spring.

MASS 372 TV Studio Production 3 Credits

Combination of multi-camera studio and electronic field productions. Includes videography, live-editing, non-linear editing, graphic creation, audio manipulation, and script writing, culminating in broadcast-quality programming.

Terms Typically Offered: Fall.

MASS 387 Structured Research 1-3 Credits

Course may be taken multiple times up to maximum of 6 credit hours.

MASS 395 Independent Study 1-3 Credits

Course may be taken multiple times up to maximum of 6 credit hours.

MASS 396 Topics 1-3 Credits

Course may be taken multiple times up to maximum of 15 credit hours.

MASS 397 Practicum 1 Credit

Practical experience with student media outlets under faculty advisor supervision or with CMU Sports Information. Practicum coordinator must be consulted in first week of term.

Prerequisites: MASS 140 and MASS 144 or permission of instructor.

Course may be taken multiple times up to maximum of 10 credit hours.

MASS 415 Advanced Media Writing and Reporting 3 Credits

In-depth journalism writing and reporting course. Focuses on the development of long-form journalism pieces, including magazine features, public affairs reporting, news analysis, and news investigations using public records and interviews. Emphasis on fair and accurate reporting and writing under deadline, with critical attention paid to law and ethics.

Prerequisites: MASS 213.

Terms Typically Offered: Spring.

MASS 417 Writing for Public Relations and Advertising 3 Credits

Copywriting function in public relations and advertising for organizations and agencies.

Prerequisites: MASS 213.

Terms Typically Offered: Spring.

MASS 441 Emerging Media 3 Credits

Experimentation with tools, techniques, and concepts of social and new media resulting in the creation of online content.

Terms Typically Offered: Fall, Spring.

MASS 442 Photojournalism II 3 Credits

Advanced skills to capture and edit images to high aesthetic values, professionalism, news photography, photo illustration, creation of image portfolios for public display or potential employers, and use of image management software.

Prerequisites: MASS 342.

Terms Typically Offered: Spring.

MASS 450 Public Relations Campaigns 3 Credits

Survey of campaigns and case histories representing the scope of public relations (PR), research methodology, and audience targeting. Practical application of PR theory.

Prerequisites: MASS 213.

Terms Typically Offered: Spring.

MASS 452 Designing for Brand and Message 3 Credits

Publication of attractive and effective content. Includes designing print materials, such as company newsletters, logos, brochures, magazines, as well as electronic publishing.

Terms Typically Offered: Spring.

MASS 471 Advanced Video Production 3 Credits

Aesthetic values of electronic field productions and post-production projects. Builds upon concepts and skills acquired in MASS 271 to create and execute high quality video and creative productions for air and/or web use.

Prerequisites: MASS 271.

Terms Typically Offered: Spring.

MASS 494 Seminar: Advanced Theory and Research 3 Credits

Capstone course. Examination and exploration of mass communication theories. Focus on research and its importance to media disciplines and industries.

Prerequisites: MASS 213.

Terms Typically Offered: Fall, Spring.

MASS 495 Independent Study 1-3 Credits

Course may be taken multiple times up to maximum of 6 credit hours.

MASS 496 Topics 1-3 Credits

Course may be taken multiple times up to maximum of 15 credit hours.

MASS 497 Practicum 1 Credit

Practical experience with student media outlets under faculty advisor supervision or with CMU Sports Information. Practicum coordinator must be consulted in first week of term.

Prerequisites: MASS 397 or permission of instructor.

Course may be taken 10 times for credit.

MASS 498 Senior Project Portfolio 1 Credit

Identification and preparation of projects that highlight mass communication skills, abilities, talents, and applications.

Prerequisites: MASS 213 and MASS 397.

Terms Typically Offered: Fall, Spring.

MASS 499 Internship 1-12 Credits

Work in media industry positions.

Prerequisites: MASS 213, MASS 310, and at least junior standing with at least half of major requirements completed.

Course may be taken multiple times up to maximum of 15 credit hours.