

## **ORGANIZATIONAL COMMUNICATION**

This major is designed for students interested in serving as communication experts for business and non-profit organizations — often representing organizations or events, or improving communication in a workplace. Interest and skills in writing, and in interacting with and motivating people, are among the attributes necessary for this work.

### **Requirements for the Organizational Communication Major:**

Complete the following courses (53 credits):

1. Mass Communication/English 113, Mass Communication 223, 320, 345, 421 (minimum of three credits).
2. Speech Communication 112, 210, 216, 296, 336, 342, 348 (or 321), 351, 385, 424 (or 435).
3. Complete either Business 212 and 242 or Business 251 and 324.
4. Six credits chosen from the following: Psychology 256, 365, Psychology/Sociology 336, Sociology 324.

### **Requirements for the Organizational Communication Minor:**

Complete the following courses (18 credits):

1. Business 242.
2. Speech Communication 216, 336, 342.
3. Mass Communication 320.
4. Psychology/Sociology 336.

## **MASS COMMUNICATION (CMM)**

### **Requirements for the Mass Communication Major:**

1. Complete the following core requirements:  
Mass Communication 107, 232, 242, 301, 353, 418, 445, Mass Communication/English 113.
2. Complete the following cognates: Speech Communication 351, 385.
3. Complete one emphasis chosen from the following:
  - a. **Print Media** – English/Mass Communication 213, Mass Communication 214, 223, one credit each of practica 291, 319, 419, and Activity 135.
  - b. **Electronic Media:** Mass Communication 235, 342, 496, one credit each of practica 293, 323, 423, and Activity 131.
  - c. **General Media:** Choose a minimum of 12 credit hours from Mass Communication 206, 214, 223, 235, 320, 342, 496, English/Mass Communication 213 and 2 credit hours of practicum or activity credits from two different areas:
    - i) Print – Mass Communication 291, 319, 419, Activity 135.
    - ii) Radio – Mass Communication 323, 423, Activity 131.
    - iii) Television – Mass Communication 293.

4. Complete a minimum of three credits in Mass Communication 421 (Cooperative Education 205 and junior standing is required before enrolling in the internship).
5. Mass communication majors are strongly urged to complete a minor relevant to their professional interests.

**Requirements for the Mass Communication Minor:**

Complete 18 credits in mass communication, including Mass Communication 107 and 445. A maximum of two mass communication practicum or Activity 135 credits apply to the minor.

**107 Introduction to Mass Communication (3)**

This introductory course acquaints students with the history, nature, and impact of mass media on individuals and society. Students who successfully complete this course will recognize and appreciate both historical and contemporary relationships between mass media and political, economic, and social institutions, and the professional practices common to principal mass media industries. They will also be able to demonstrate critical mass media literacy skills. *Offered fall term.*

**113 Basic News Writing and Reporting (3)**

An introduction to journalistic writing, including news values and sources, and problems and issues in news reporting. The student who successfully completes this course will have developed interviewing, note taking and writing skills, especially for print media. *The Doane Owl* serves as a laboratory for student writing. *(Cross-referenced with English 113.)*

**206 Introduction to Film Studies (3)**

A study of the evolution and development of cinematic forms and styles. The relationship of film art to historical context, cultural trends, and technical innovations are examined. The student who successfully completes this course will be able to speak and write knowledgeably about film history, technique and style, using standard film criticism vocabulary, and will be able to draw upon their experience of film viewing to make critical comparisons and contrast useful in future film experience. *Offered alternate spring terms.*

**213 Advanced News Writing and Reporting (3)**

A study of the fundamentals of newsgathering, interviewing, cultivating sources, developing beats and in-depth reporting. The student who successfully completes this course will demonstrate a competency in computer-assisted reporting and the online research necessary to analyze data for stories. The student will also have developed skills in public affairs reporting and be able to articulate the social responsibilities of a reporter, as well as the obstacles to communicating information to the public. *The Doane Owl* serves as a laboratory for student writing. *Prerequisite: Mass Communication/English 113. Offered spring term. (Cross-referenced with English 213.)*

**214 Photojournalism (3)**

An introduction to the principles of photojournalism, including capturing, processing, and presenting images in finished form for visual and electronic

media. Students will develop the skills necessary to shoot on deadline while examining various techniques for photographing sports, and general, spot, and feature news events. The student who successfully completes this course will demonstrate proficiency in producing photographs and exhibit the professional conduct necessary among editors, reporters, and photojournalists. The student must provide a manual-focus camera. *Offered fall term.*

**223 Editing and Design (4)**

An introduction to the theory and practice of copy editing and design for print media. The student who successfully completes this course will demonstrate competency in editing the written word, writing headlines and cutlines, and practicing sound news judgment. The student will also be able to apply industry-standard software in designing pages and displaying photographs and other art. *Prerequisite: Mass Communication/English 113.*

**232 Basic Audio Production (3)**

An introduction to the terminology, concepts, and practices of audio production. Students perform typical audio studio responsibilities such as microphone placement, console operation, mixing, recording and announcing. They also develop and produce radio announcements and programs. Students who successfully complete this course will be able to recognize and identify the elements of effective audio production as well as develop a working knowledge of the production process which includes pre- and post-production and recording with a range of industry standard audio technologies. *Offered fall term.*

**235 Writing for the Electronic Media (3)**

Building on basic writing skills, this course emphasizes forms, styles, and requirements of electronic media. Students will write scripts individually and collaboratively for a variety of purposes, some of which will be produced on Doane radio and television. The student who successfully completes this course will be able to identify measurable audience objectives of information and/or persuasion for messages in audio and video electronic media. They also will be able to demonstrate competency in writing scripts in formats commonly used by electronic media to a level of effectiveness necessary to achieve those objectives in commercial, public service, and promotional announcements, news, sports, features, documentaries, and fiction. *Prerequisite: Mass Communication/English 113. Offered spring term.*

**242 Basic Video Production (3)**

An orientation to broadcast video equipment as applied to various functions of the television medium. Students learn the basic elements, components, and terminology associated with videography. Students will also incorporate practical application of videotape editing and production values. Students who successfully complete this course will demonstrate the techniques required in professional video production environments.

**271, 371, 471 Selected Topics (1-3) (1-3) (1-3)**

An investigation of topics not covered in other courses, selected on the basis of student interest and available instruction.

**290, 390, 490 Directed Study (1-3) (1-3) (1-3)**

An opportunity for supervised, independent study of a particular topic based on the interest of the student and the availability and approval of faculty.

**291 Newspaper Reporting and Photojournalism Practicum (0-1)**

Students benefit from supervised hands-on work experience with the campus newspaper. The student who successfully completes this course will be able to demonstrate skills necessary to function as a newspaper reporter and photojournalist. *(Pass/Fail)*

**293 Television Practicum (1)**

Supervised work experience in the broadcast facility of Doane Television. The student gains practical hands-on experience and develops a sense of professionalism. The student who successfully completes this course will be able to incorporate and practice duties and responsibilities of working within the broadcast medium. *Prerequisite: Mass Communication 242. (Pass/Fail)*

**301 History of Media (3)**

An examination of the history of media, emphasizing appreciation and understanding of the technological, social, and cultural trends that affect print and electronic media industries. Students will research, discuss, and investigate development and influence of the various mass media institutions. Students who successfully complete this course will be able to articulate the stages of development and historical perspective of the mass media. *Offered alternate fall terms.*

**319 Newspaper Advertising Practicum (0-1)**

Students benefit from supervised hands-on work experience with the campus newspaper. The student who successfully completes this course will demonstrate practical skills necessary to sell and place advertisements on a newspaper page. *Prerequisite: Mass Communication 223. (Pass/Fail)*

**320 Public Relations (3)**

This course provides a basic understanding of public relations processes, practices and effects, and focuses on public relations as a career. It provides an understanding of how public relations decisions affect various occupations in an increasingly technological and intercultural environment. The course reviews key social science concepts, such as public opinion, persuasion, and systems theory, and the ethical, analytic, and strategic approaches used by public relations professionals. Students completing this course will be able to describe the history and theories of public relations, use the basic vocabulary of the public relations practitioner, and recognize and discuss public relations as used by institutions, business, politics, government, and other organizations. They will also be able to develop writing skills for public relations tactics, use critical thinking to identify organizational problems, offer appropriate public relations suggestions for their solution, and identify the ethical implications of public relations practices. *Offered fall term.*

**323 Audio Practicum (1)**

Supervised work experience in use of audio production techniques inside and outside the studio, including live remote broadcast and location record-

ing. The student who successfully completes this course will have developed the skills necessary to independently initiate and complete audio production projects. *Prerequisite: Mass Communication 232. (Pass/Fail)*

**342 Advanced Video Production (4)**

A course that instructs in the art of studio and field video production. Students create, write, direct, and assist in the production of studio and location-based events and programs, some of which will air on Doane TV. Each student produces an original high-quality program from conception to completion. The student writes treatments and rough scripts, prepares pre-production materials, and directs production crews. The student who successfully completes this course will demonstrate studio and field production techniques and the organizational and practical skills necessary to achieve a professional quality broadcast program. *Offered fall term.*

**353 Contemporary Issues in Mass Communication (3)**

An examination of the principal social, economic, political, and global forces influencing the nature and development of mass media, including commercial and public television, radio, cable, satellite, film, and new electronic technologies. Relationships between media and social, economic and government institutions are explored. The student who successfully completes this course will be able to articulate and explain underlying causes of issues facing media entities and identify the conflicting forces that shape policies and practices influencing their behavior. *Prerequisite: Mass Communication 107. Offered spring term.*

**418 Mass Communication Theory and Criticism (3)**

The capstone course for mass communication majors examines theories of mass media in an historical context. Students analyze and critique media artifacts and their social consequences, using principal theoretical frameworks to understand the practical application of theory in describing, explaining, and predicting media phenomena. The student who successfully completes this course will understand the background and history of the key theories of mass media, articulate how these theories work, demonstrate knowledge of criticism and the ability to critique, research supporting theories, and demonstrate competency in appropriate application of theories to mass-mediated situations. *Prerequisite: Mass Communication 353 and 385. Offered fall term.*

**419 Newspaper Editing and Management Practicum (0-1)**

Students gain from supervised hands-on work experience with the campus newspaper. Students who successfully complete this course will be able to demonstrate skills in editing and managing a newspaper and be able to articulate the issues involved in editing and management. *Prerequisite: Mass Communication/English 113, 213, and Mass Communication 291, 319, or permission. (Pass/Fail)*

**421 Communication Studies Internship (0-6)**

A course offering students a structured professional experience in media fields. The nature and location of this experience is arranged in cooperation

with the Director of Career Development and must be approved by the Communication Studies faculty. *Prerequisite: Cooperative Education 205. (Pass/Fail)*

**423 Radio Operation and Management Practicum (1)**

Supervised work experience in the campus radio station. The student gains practical hands-on experience in radio station operations and management issues and develops a sense of professionalism by performing in a management position on the campus radio station. The student who successfully completes this course will demonstrate a working knowledge of FCC rules and regulations and of the structure and operation of the fundamental areas of a working radio station, including programming, promotion, news, public relations, and engineering and competency in management communication in an organizational setting. *Prerequisite: Mass Communication 232, 323, or permission. (Pass/Fail)*

**445 Legal and Ethical Issues in Mass Communication (3)**

Study of statutes and significant case law affecting the mass media, including libel, copyright, rights of privacy, First and Fourth Amendments, and regulations and procedures of federal regulatory agencies. A case study approach is used to examine significant ethical issues related to advertising, public relations, news gathering, and reporting. The student who successfully completes this course will recognize and understand the key laws and regulations governing media institutions and their employees, and will be able to identify significant areas of contention regarding them. They will also develop a foundation for articulating a personal code of ethics to guide their future professional activities in mass media. *Offered spring term.*

**496 Television Production Seminar (3)**

An advanced seminar in the creation and production of the long-format documentary form of television (i.e, documentary, news magazine, biography). Students write a treatment, then research, write, shoot, and produce a program suitable for broadcast. Students who successfully complete this course will demonstrate the advanced skills and competency necessary to create an organized story in video and audio formats. *Prerequisites: Mass Communication 342. Offered alternate fall terms.*

## ACTIVITIES

**131 Radio Announcing (0-1)**

Practical work experience with the FCC-licensed campus radio station. The student produces programming and performs on-air. The student who successfully completes this course will demonstrate knowledge and skills in selecting and presenting material on the air, according to accepted professional and regulatory standards. *(Pass/Fail)*

### **135 Journalistic Activity - Yearbook (0-1)**

Students benefit from a practical, hands-on experience working for *Doane Tiger Yearbook*. The student who successfully completes this course will demonstrate skills in producing books and magazines, including writing, taking photographs, and designing pages. (*Pass/Fail*)

*NOTE: See Mass Communication 291, 293, 323, 423 Practicum for participation in the college newspaper, television or radio production.*

### **SPEECH COMMUNICATION (CMS)**

This general communication major is designed for students who are interested in the essential role communication plays in the development and maintenance of identities, relationships, groups, organizations (public as well as private), and societies and cultures. Communication structure and process is explored and particular attention paid to the way in which meaning is managed in order to coordinate joint activity.

### **Requirements for the Speech Communication Major:**

Complete 1 or 2.

1. Students not seeking certification for public school teaching in speech communication must complete the following courses:
  - a. Speech Communication 112, 210, 216, 220, 348, 351, 385, 435 (or 424).
  - b. Mass Communication 445.
  - c. Six additional credits chosen from the following: Speech Communication 321, 336, 342.
  - d. Complete the cognate Psychology/Sociology 336.
  - e. Complete a minimum of three practical experience credits chosen from the following: Mass Communication 421, or Speech Communication 226, 227.

*Speech Communication majors are strongly urged to complete a minor in an area relevant to their professional interests.*
2. Students seeking certification for public school teaching in speech communication must complete the following:
  - a. Speech Communication 112, 210, 216, 220, 320, 321, 322, 324, 325, 351.
  - b. Six credits chosen from the following courses: Speech Communication 336, 342, 348, Mass Communication 445.
  - c. Speech Communication 126, 127, 226, or 227, and Speech Communication 326, 327, 426, or 427.
  - d. Complete the cognate Theatre 103.
  - e. One additional teaching major.
  - f. All requirements listed under the catalog section "Secondary Education."