

# Mass Communication and Journalism

College of Arts and Humanities

## Department of Mass Communication and Journalism

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### B.A. in Mass Communication and Journalism

Options: Advertising, Broadcast Journalism, Digital Media, Electronic Media Production, Photojournalism, Print Journalism, Public Relations

### M.A. in Mass Communication and Journalism

### Minor in Mass Communication and Journalism

### Certificate in Marketing

## The Department

Contemplating an exciting career in the mass media? Check out the Department of Mass Communication and Journalism. Graduates of the program are well represented on the staffs of many of America's finest newspapers, radio and television stations, broadcast and film production companies, advertising agencies, and public relations firms.

MCJ graduates in news and photojournalism are working for newspapers such as *The Fresno Bee*, *The New York Times*, *USA Today*, the *Los Angeles Times*, the *San Francisco Chronicle*, and other major newspapers. Graduates in broadcast news are heavily represented on the staffs of Fresno radio and television stations. They also can be found at CNN, ABC, NBC, CBS, ESPN, and PBS. Graduates in advertising are working for agencies that include J. Walter Thompson, Chiat Day, Hal Riney, and Foote, Cone, and Belding. Public relations graduates have obtained jobs with American Airlines, CalTrans, Coca Cola, and other nationally known entities.

The department's advertising students regularly finish high in regional and national competitions sponsored by the American



Advertising Federation. The students have drawn high praise from the participating corporations in these competitions.

Broadcast production students have won awards in the California State University Media Arts Festival, Charleston International Film/Video Festival, the Silver State Documentary Festival, The Telly, The Communicator, and Videography Awards competitions. The campus radio station, KFSR-FM, has received a Gold record from Columbia Records, as well as various other awards.

Students have a choice of seven career options: advertising, broadcast journalism, digital media, electronic media production, photojournalism, print journalism, and public relations.

### Accreditation and Affiliations

The department is a member of the Association of Schools of Journalism and Mass Communication, the Broadcast Education Association, and the California Newspaper Publishers Association.

Student organizations include chapters of the American Advertising Federation, Kappa Tau Alpha (a national journalism scholarship society), the National Press Photographers Association, and the Public Relations Student Society of America.

The department hosts the annual high school competitions for the San Joaquin Valley Scholastic Press Association.

### Faculty and Facilities

All MCJ faculty members also serve as career and academic advisers to students. Faculty members maintain close ties with the professional community and help students find internships and jobs. The faculty has substantial professional experience; several members are recognized nationally for writing textbooks and conducting research. Another faculty member hosts a weekly public affairs program on a Public Broadcasting System station.

The department maintains studios and laboratories for audio production; video production and editing; still photography; and computerized research, writing, and design. The department produces a student-run newspaper, *The Collegian*, in both paper and on-line versions. The department also oversees a student-run campus radio station, KFSR-FM, and produces television programs and video projects through a student organization called B# Video.

Donald M. Priest, *Chair*

Tamyra Pierce, *Graduate Director*

Roberta R. Asahina

Rita A. Atwood

Candace L. Egan

Russell A. Hart

Betsy Hays

D. Gregory Lewis

Michael McCluskey

Tommy Miller

Gary H. Rice

James B. Tucker

James R. Wilson

### Bachelor of Arts Degree Requirements

*Mass Communication and Journalism Major*

Majors must complete 33 semester units of mass communication and journalism courses with a grade of C or better in each course. To ensure that students obtain a broad academic background, no more than 33 units in MCJ courses may apply toward the 120 semester units required for graduation.

The university's General Education requirement of 51 units, plus the 33 units in the major, total 84 units. The remaining units needed to reach the 120-unit graduation requirement must be taken outside the MCJ department, and the content of these electives may not be primarily mass communication.

Of these outside electives, 15 units must be in “liberal arts and sciences” courses approved by the student’s faculty adviser. (Courses in General Education taken beyond the 51-unit G.E. requirement automatically qualify for the department’s liberal arts and sciences requirement.)

The department’s requirements for study outside the major meet national accreditation standards as well as the communications industries’ preference for graduates with strong grounding in the liberal arts and sciences.

<i>Degree Summary</i>	<i>Units</i>
General Education requirements .....	51
Major requirements .....	33
Liberal Arts and Sciences block .....	15
Electives .....	21
<b>Total .....</b>	<b>120</b>

**Specializing within the major**

Each MCJ major must select an option, which is an area of specialization within the major. The options are advertising, broadcast journalism, digital media, electronic media production, photojournalism, print journalism, and public relations. The courses required for each option are listed under *Major Requirements*.

*Advising Notes*

In addition to the above requirements, MCJ majors must observe the following:

1. Before enrolling in any of the department’s writing or editing courses, all students must have passed the Department Qualification Exam (DQE). The DQE is administered by the department and tests fundamentals of grammar, spelling, and punctuation. Students are permitted three attempts to pass the DQE but after two unsuccessful attempts, they must take an approved language class.
2. MCJ majors are not permitted to enroll for *CR/NC* grading in MCJ courses applied to the major, except for courses that require such grading.
3. MCJ majors are not permitted to apply MCJ 1 to General Education Breadth Area E requirements.
4. No General Education Integration or M/I course offered by the Department of Mass Communication and Journalism may be used to satisfy the General Education requirements for MCJ majors. Consult the *Class Schedule* for a

current list of approved General Education courses.

5. Each option requires two MCJ electives numbered between 160 and 179, plus one additional MJC course selected with the approval of a faculty adviser.
6. Seniors applying for graduation must obtain adviser approval for completion of the department’s liberal arts and sciences requirement. Students will not be cleared for graduation until this approval is obtained, verified by the department chair, and sent to the Evaluations Office.

**Major Requirements for the Degree**

<b>Major Requirements .....</b>	<b>Units</b>
Select one option	<b>33</b>

*Advertising*

- MCJ 1, 10, 142, 143, 144, 146, 148, 172, or 173 ..... (24)
- Two MCJ electives numbered between 160 and 179 ..... (6)
- One additional MCJ course selected with the approval of a faculty adviser (except MCJ 5) ..... (3)

*Broadcast Journalism*

- MCJ 1, 10, 102W, 124, 128, 172, 173 ..... (21)
- One course from MCJ 108, 126, 182, 188, 191 ..... (3)
- Two MCJ electives numbered between 160 and 179 ..... (6)
- One additional MCJ course selected with the approval of a faculty adviser (except MCJ 5) ..... (3)

*Digital Media*

- MCJ 1, 10, 104, 106, 115, 131, 132, 172 or 173 ..... (24)
- Two MCJ electives numbered between 160 and 179 ..... (6)
- One additional MCJ course selected with the approval of a faculty adviser (except MCJ 5) ..... (3)

*Electronic Media Production*

- MCJ 1, 10, 113, 115, 116, 119, 172 or 173 ..... (21)
- One course from MCJ 17, 112, 118, 178, 182, 188, 191 ..... (3)

- Two MCJ electives numbered between 160 and 179 ..... (6)
- One additional MCJ course selected with the approval of a faculty adviser (except MCJ 5) ..... (3)

*Photojournalism*

- MCJ 1, 10, 17, 102W, 132, 134, 138, 172 or 173 ..... (24)
- Two MCJ electives numbered between 160 and 179 ..... (6)
- One additional MCJ course selected with the approval of a faculty adviser (except MCJ 5) ..... (3)

*Print Journalism*

- MCJ 1, 10, 102W, 104, 105, 108, 172 ..... (21)
- One course from MCJ 17, 106, 132, 173, 174 ..... (3)
- Two MCJ electives numbered between 160 and 179 ..... (6)
- One additional MCJ course selected with approval of a faculty adviser (except MCJ 5) ..... (3)

*Public Relations*

- MCJ 1, 10, 102W, 104, 152, 158, 159, 164, 172 or 173, 191 ..... (30)
- MCJ elective numbered between 160 and 179 ..... (3)

**Mass Communication and Journalism Minor**

	<i>Units</i>
<b>Required .....</b>	<b>6</b>
MCJ 1, 10	
<b>Minimum Electives .....</b>	<b>12</b>
Any four or more courses selected with the advice and consent of a member of the departmental faculty	
<b>Minimum Total .....</b>	<b>18</b>

*Note:* The Mass Communication Minor also requires a 2.0 GPA and 6 upper-division units in residence.

# Mass Communication and Journalism

## Certificate in Marketing

Students majoring in MCJ may earn a certificate in marketing by taking the following courses:

	<i>Units</i>
MKTG 100 or 100S .....	4
Select two of the following: MKTG 101, 103, 110, 130, 132, 144 .....	8
<b>Total</b> .....	<b>12</b>

*MCJ students note:* Marketing courses cannot be used in the liberal arts and sciences block, but can be used as electives.

## Mass Communication and Journalism Graduate Study

The department offers a flexible, academically oriented program of study leading to the master of arts. The program prepares students for positions of leadership and influence in professional and academic careers. It also gives students a broadly-based understanding of mass communication in contemporary society and encourages continuing intellectual growth.

**Admission.** Admission by the university does not imply acceptance to the master of arts in the Mass Communication program. A department graduate admissions committee reviews all files before admittance. To be considered for admission to the graduate program, the candidate must submit the following materials and meet the following criteria: evidence of a baccalaureate degree in mass communication, journalism, or related area from an accredited institution; official transcripts of all college work with a grade point average of 3.0 or better (last 60 semester units); scores from the GRE (450V or equivalent to the 44th percentile/450Q) as well as the TOEFL for international students (total score 580 paper-based or 237 computer-based; structure/writing section score 55 paper-based or 22 computer-based); a university application; three letters of reference from employers or from faculty at the university most recently attended; and a statement of 500 words or less indicating reasons for pursuing a master's degree. Students lacking in any area with compensating strengths in other areas are encouraged to apply.

Classified standing will be granted to students who meet all of the admission criteria.

**Conditional classified standing** may be granted to applicants with a 2.75 to 2.99 GPA (last 60 semester units) and/or those required to complete prerequisite coursework. Prerequisite coursework is not included in the 30-unit master's program. Students must request classified standing in the program by the semester in which a minimum of 10 units to be used toward the degree are completed.

Students without a bachelor's degree in mass communication and journalism or significant professional experience may be required to take up to 18 units of undergraduate courses in the department before beginning the graduate program.

## Master of Arts Degree Requirements

Students take 30 units of coursework. Four core classes (MCJ 204, 205, 206, 207) are required for a total of 12 units. As a culminating experience, candidates must undertake either a thesis for 6 units or a professional project for 6 units. Students may select the remaining courses to meet their individual goals, including up to 6 units from other departments (minimum of 3 units at graduate level), depending on a student's area of interest. At least 24 of 30 units required must be in 200-level courses.

**Writing Competency.** California State University, Fresno requires that students have graduate-level writing ability before being advanced to candidacy for the master's degree. Mass Communication Theory, MCJ 205, has been designated as the course used to determine students' ability to write clearly, logically, analytically, and knowledgeably. Should the student receive a passing grade in the course but fail to demonstrate adequate writing competence, the student may resubmit a similar writing assignment to the department's graduate committee for successful qualification. Students are allowed a maximum of three attempts to meet the department's graduate writing requirement, and all decisions on writing competency by the department's graduate committee are final.

*Units*

<b>Required core courses</b> MCJ 204, 205, 206, 207 .....	<b>12</b>
<b>Selected courses in major interest area</b> (may include up to 6 units in other departments) .....	<b>12</b>
<b>Thesis or project</b> .....	<b>6</b>
<b>Total</b> .....	<b>30</b>

At least 24 of the 30 units required must be in 200-level (graduate) courses.

## COURSES

### Mass Communication and Journalism (MCJ)

#### MCJ 1. Mass Communication and Society (3)

Prerequisite: G.E. Foundation A2. Examines the political, economic, cultural, and behavioral impacts of mass media in national and international contexts. Analyzes the historical factors that have shaped the structures, practices, and products of mass media industries, and assesses contemporary trends in media-society relations. G.E. Breadth D3.

#### MCJ 5. Basic Editing (3)

Open only to mass communication and journalism majors. Recommended for all majors who do not pass the Department Qualification Exam. Application of basic language skills to media writing and editing.

#### MCJ 10. Media Writing (3)

Prerequisites: pass Department Qualification Exam, ENGL 1. Study and practice in the basics of good writing. Emphases will be placed upon grammar, factual accuracy, clarity, conciseness, media styles, fairness, human interest, and writing to length and deadline. (2 lecture, 2 lab hours) (CAN JOUR 2)

#### MCJ 17. Beginning Photojournalism (3)

Survey and instruction in beginning photojournalism. Characteristics of the journalistic photograph and its role in publications. Instruction in use of cameras and laboratory technique for black-and-white photographs. (2 lecture, 3 lab hours)

#### MCJ 102W. Reporting (3)

Prerequisites: pass Department Qualification Exam, MCJ 10, satisfactory completion (C or better) of the ENGL 1 graduation requirement, to be taken no sooner than the term in which 60 units of coursework are completed. Analysis of news sources; techniques of interviewing applied to specific reporting situations; coverage of campus and community functions in the preparation of articles for the media. Meets the upper-division writing skills requirement for graduation. (2 lecture, 2 lab hours)

**MCJ 104. Editing of Publications (3)**

Prerequisites: pass Department Qualification Exam, MCJ 10, 70 units completed or permission of instructor. Preparation of copy, headlines, and photos for newspapers and other publications; advanced concepts of grammar and style; legal and ethical issues of publications; basic publications layout and graphic design. (2 lecture, 2 lab hours)

**MCJ 105. Newspaper Workshop (3; max total 6)**

Prerequisites: MCJ 10, permission of instructor. Practice in editorial leadership, newspaper writing assignments, and newspaper production techniques. Department newspaper used for laboratory purposes. (1 lab hour, 10 hours arranged)

**MCJ 106. Desktop Publishing (3)**

Survey, design, and editing of specialized publications such as newsletters, brochures, and other materials for editorial, advertising, and public relations purposes. Emphasis on computerized production techniques. (2 lecture, 2 lab hours)

**MCJ 107W. Magazine Feature Writing (3)**

Prerequisites: pass Department Qualification Exam, satisfactory completion (C or better) of the ENGL 1 graduation requirement, to be taken no sooner than the term in which 60 units of coursework are completed. Writing and marketing feature material for magazines, newspaper supplements, and syndicates. Meets the upper-division writing skills requirement for graduation.

**MCJ 108. In-Depth Reporting (3)**

Prerequisites: pass Department Qualification Exam, MCJ 10, 102W, ENGL 1, 70 units completed or permission of instructor. Advanced reporting for the media; emphasis on covering community sources and issues, including politics, local government, courts and law enforcement. (2 lecture, 2 lab hours)

**MCJ 112. Audio Production (3)**

Lectures and laboratory experiences in the design and execution of audio-based programs, as used in the telecommunications industries. (2 lecture, 2 lab hours)

**MCJ 113. Video Production (3)**

Lectures and laboratory experiences in the design and execution of video programs, as developed in studio environments. (2 lecture, 2 lab hours)

**MCJ 114. Media Operations (1; max total 2)**

Not open to students with 2 units of credit in MCJ 114 and 117. Prerequisite: permission of instructor. Enrollees participate in operation of the university radio station, production of on-campus video programs, or work in the community media, on a scheduled basis and under supervision of department faculty. *CR/NC* grading only. (1 lab, 4 arranged hours)

**MCJ 115. Electronic Field Production (3)**

Prerequisite: MCJ 113. Lecture and discussion of field-production techniques as used in ENG/EFP; preproduction planning, production execution, and postproduction processes. Field assignments required. (2 lecture, 2 lab hours)

**MCJ 116. Advanced Video Production and Directing (3)**

Prerequisites: MCJ 113 and 115 or equivalents, with *B* or better. Development of critical and creative skills; study of production theory and practice; planning and producing for the director's role. Laboratory goal: air-worthy products for closed-circuit, cable, or broadcast distribution. (1 lecture, 4 lab hours)

**MCJ 118. Corporate Video (3)**

Prerequisites: MCJ 113 and 115 or equivalents, with *B* or better. Advanced study of the planning, organization, and execution of video field-production techniques as used in corporate video and documentary program production; single-camera, film-style video techniques and postproduction. (2 lecture, 2 lab hours)

**MCJ 119. Broadcast Media Projects (3; max total 6)**

Prerequisites: senior status in major, permission of instructor. Creative group projects in radio, television, film; public showing/airing or other distribution required. (6-8 arranged hours)

**MCJ 124. Broadcast News Writing (3)**

Prerequisites: pass Department Qualification Exam, MCJ 10, ENGL 1. Gathering, writing, and editing news for the broadcast media. (2 lecture, 2 lab hours)

**MCJ 126. Radio-Television Performance (3)**

Prerequisite: DRAMA 22 or COMM 3 or equivalents. Basic theories and techniques of broadcast and film performance. Lectures and laboratory experiences in vocal and visual aspects of performance; media characteristics and requirements; analysis and prepa-

ration of material for media performance. (2 lecture, 2 lab hours)

**MCJ 128. News/Public Affairs Production (3)**

Prerequisites: MCJ 124 or equivalent, permission of instructor. Study of local news operations and programming, use of sources and resources, news policy, and editorial responsibility, management, and control. Planning and producing news for presentation on the university closed-circuit channel. (2 lecture, 2 lab hours)

**MCJ 131. Online Media Design (3)**

Prerequisites: MCJ 106, 115, 132 or permission of instructor. Fundamentals of online media design and practical experience designing and producing online media. Web authoring and media production tools will be used to design online media, including elements of style, navigation, text, graphics, images, video, music, and forms. (2 lecture, 2 lab hours)

**MCJ 132. Photo Editing and Digital Imaging (3)**

Study of photographs and other visual elements in publications; principles of graphic design for mass media. Practical experience in selecting photographs and design elements for content, aesthetic values, and technical quality. Computer processing of images. (2 lecture, 3 lab hours)

**MCJ 134. Intermediate Photojournalism (3)**

Prerequisite: MCJ 17. Study and practice of photojournalism; evaluation of photographs for publication; field and laboratory experience; emphasis on lighting, lenses, and special processing methods. (2 lecture, 3 lab hours)

**MCJ 138. Advanced Photojournalism (3; max total 6)**

Prerequisites: MCJ 17, 134, permission of instructor. Individualized study and practice in advanced skills, including lighting, color, laboratory techniques, and electronic imagery.

**MCJ 142. Advertising Procedures (3)**

Overview of all aspects of the field of advertising. Study of history, agent-client relationships, media, relationship to the behavioral sciences, production of copy and layouts, and advertising legislation and responsibility.

## Mass Communication and Journalism

### MCJ 143. Newspaper

#### Advertising Staff (3; max total 6)

Prerequisite: MCJ 142. Selling and servicing accounts and creating and producing advertisements for the university newspaper.

### MCJ 144. Advertising Copy Writing (3)

Prerequisites: pass Department Qualification Exam, MCJ 10, 142. Develops print and broadcast copy writing for magazine, direct mail, outdoor, newspaper, radio, television, and new advertising media. Examines the role of the copy writer, creative strategies, research target marketing, copy styles, and laws regulating advertising.

### MCJ 146. Advertising Media (3)

Prerequisite: MCJ 142. Media planning and buying for advertising media. Evaluating and selecting media to meet specific marketing and communication goals; designing specific media plans and making buys in various media.

### MCJ 148. Advertising Campaigns (3)

Prerequisites: MCJ 142 and 144 or 146. Background, research, planning, and preparation of national advertising campaign as advertising agency with client-agency set-up; marketing plan and creative execution. (2 lecture, 2 lab hours)

### MCJ 152. Public Relations (3)

Development of public relations practice; principles and methods; application in business, education, and other fields.

### MCJ 158. Public Relations Writing (3)

Prerequisites: MCJ 10, 102W, 152. Creating messages tailored to multiple groups via a range of media, including mass media and organizational media such as employee newsletters and annual reports. Practice writing news releases, opinion articles, direct mail pieces and so on. (2 lecture, 2 lab hours)

### MCJ 159. Public Relations Cases and Campaigns (3)

Prerequisites: MCJ 10, 102W, 152, 158, 164. Public relations teams plan a public relations campaign. Covers use of research findings, setting measurable objectives, identifying key publics, defining strategies, setting budgets, and evaluating results. Analyses and application of recent cases to solve public relations problems.

### MCJ 160. Investigating Media Issues (3)

Explores current issues in mass communication, emphasizing independent collection, analysis, and critical interpretation of available information. Papers required.

### MCJ 163. Radio/TV as Popular Culture (3)

Prerequisite: to be taken no sooner than the term in which 60 units of coursework are completed. A consideration of the media as popular cultural arts through study of development of program forms, social influences. Term paper required.

### MCJ 164. Applied Media Research (3)

Not open to students with credit in MCJ 167. Study of survey research methods as used in program ratings, opinion analysis and tracking, and message assessment in radio, television, advertising, and public opinion. Project participation required.

### MCJ 166. Film/Television Criticism (3)

Study of traditional and new critical approaches to film and their application to television; analysis and interpretation of films and television programs through humanist critical methodology.

### MCJ 168. Media Culture (3)

An exploration of television, film, radio, and print media as distinctive artistic forms which draw on and interact with the traditional arts. Critical examination of the cultural, aesthetic, and humanistic value of these media.

### MCJ 172. Media Law (3)

Study of federal and state laws and regulations that apply to the media, covering such topics as freedom of information, libel, right to privacy, fair trial-free press, copyright, obscenity and indecency, advertising regulation, and broadcast law and regulation.

### MCJ 173. Media Ethics (3)

Study of ethical choices in the context of the political, social, and economic structure of U.S. communications systems. Also emphasizes applying traditional ethical theories to current media issues and problems.

### MCJ 174. History of Mass Media (3)

Historical background of American media from colonial to modern times.

### MCJ 175. Multicultural

#### Mass Communication and Media Stereotypes (3)

Prerequisites: G.E. Foundation and Breadth Area D. Explores psychological, social, economic, institutional, and political factors related to media stereotypes. Analyzes specific media stereotypes involving gender, sexual orientation, race, ethnicity, age, and physical conditions; looks at their behavioral and cultural effects. Reviews strategies for improving media portrayals. G.E. Multicultural/International MI.

### MCJ 176. International Mass Communication (3)

Prerequisites: G.E. Foundation and Breadth Area D. Assesses complex international forces shaping global media, and ways mass media of North American and other nations affect international relations. Focuses on impacts of international news flows; role of media in national development, effects of transnational entertainment, and advertising content. G.E. Multicultural/International MI.

### MCJ 177T. Media Topics (3; max total 6)

Prerequisite: upper-division standing. Topics explore various aspects of the relationships between media and society in national and international arenas.

### MCJ 178. New Information Technologies (3)

Prerequisites: G.E. Foundation and Breadth Area D. Addresses the social, political, economic, and philosophical implications of new digital media, as well as the corporate, government, and institutional forces that have shaped the new digital media landscape. Particular attention is given to uses of the technologies and the dynamic relationship linking technology, culture, and social change. G.E. Integration ID.

### MCJ 182. Broadcast Programming (3)

Study of strategies and practices in programming radio and television stations and cable television operations. Lecture, discussion, and analysis/evaluation are primary course methods. Term project and paper required.

### MCJ 186. Radio-Management Practicum (1; max total 2)

Prerequisite: MCJ 114 or permission of instructor. Enrollees participate in management of the university FM radio station with a specific, assigned responsibility for an operational element, under faculty supervision.

**MCJ 188. Proseminar in Broadcast Media Management (3)**

Prerequisites: BA 120 and MCJ 172 or equivalents, permission of instructor. Organization, operation, and administration of radio and television stations and cable television facilities; correlation of department functions within stations; relationship to regulatory agencies and the marketplace. Term project required.

**MCJ 190. Independent Study (1-3; max total 6)**

See *Academic Placement—Independent Study*. Approved for *RP* grading.

**MCJ 191. Internship (3)**

Prerequisites: senior standing in the major with 2.5 GPA, permission of instructor. Applied practical experience in an appropriate media outlet, recording studio, production company, advertising agency, or public relations firm with on-the-job and faculty supervision/instruction. Conferences and reports required. *CR/NC* grading only.

**GRADUATE COURSES**

***Mass Communication and Journalism (MCJ)***

**MCJ 204. Introduction to Mass Communication Graduate Studies (3)**

Introduces students to the field of mass communication. Discussion includes an overview of various research methods in the field, the process and production of research proposals, and the process of planning a program of study. Emphasizes a scholarly style of writing.

**MCJ 205. Mass Communication Theory (3)**

Examines the history and development of prominent mass communication theories and their application in the field of mass communication research.

**MCJ 206. Quantitative Methods in Mass Communication (3)**

Introduces quantitative research designs and statistical procedures. Areas of examination include various statistical tests used in mass communication research, criteria for evaluating scientific research, and computer-assisted (SPSS) statistical procedures. Students will design and complete a research project.

**MCJ 207. Qualitative Methods in Mass Communication (3)**

Examines various qualitative methods used in mass communication research, such as historical analysis, legal research, cultural analysis, content analysis, and participant/observer analysis. Students will design and complete a research project.

**MCJ 214. Media Technology and Systems (3)**

Seminar in emerging communications media. Technological developments, corporate and governmental policies, and the sociopolitical implications of current and projected applications. (Formerly MCJ 214)

**MCJ 215. Media Ethics and Regulation (3)**

Seminar in the law and ethics of mass communication, with emphasis on current social and ethical controversies and the impact of regulatory trends on media professionals. (Formerly MCJ 215)

**MCJ 216. Global Media and International Relations (3)**

Focus on mass communication and international relations by examining global flow and impact of news, entertainment content, transnational advertising, and information

technologies. Issues discussed in the context of international mass communication theory and research. (Formerly MCJ 216)

**MCJ 240T. Seminar in Media Industry Practices and Management (3; max total 9)**

Exploration of current challenges and advanced practices in the media or management in a particular media-related industry: advertising, broadcasting, public relations, journalism, Internet. (Formerly MCJ 240T)

**MCJ 290. Independent Study (1-3; max total 6)**

See *Academic Placement—Independent Study*. Approved for *RP* grading. (Formerly MCJ 290)

**MCJ 298. Project (6)**

Prerequisites: permission of instructor; see *Criteria for Thesis and Project*. Completion of a significant project appropriate to the student's area of specialization. A written report and a presentation to the faculty are required. Approved for *RP* grading. One or two semesters, depending upon project complexity. (Formerly MCJ 298)

**MCJ 299. Thesis (6)**

Prerequisite: See *Criteria for Thesis and Project*. Preparation, completion, and submission of an acceptable thesis for the master's degree. Presentation to the faculty is required. Approved for *RP* grading. (Formerly MCJ 299)