

# Mass Media Journalism Courses

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## **MMJ 1307 - Mass Communication in Society**

Hours: 3

(COMM 1307) A discursive study of mass media organizations, how they operate and exert their influence on individuals and society, enabling students to become knowledgeable and self critical consumers of mass media content. The emphasis will be on those media engaged in news and public affairs reporting and commentary, especially the press and television.

## **MMJ 1335 - Studies in Electronic Communications**

Hours: 3

(COMM 1335) A survey course to provide an understanding of the origin, operation, organization and history of broadcasting in the United States.

## **MMJ 2305 - Publication Design & Production**

Hours: 3

Publication Design and Production. Three semester hours. An introduction to programs for application to print publications such as newspapers, magazines, and newsletters. Instruction in the fundamentals of layout and design in electronic publishing. Required of all sequence majors.

## **MMJ 2311 - Multimedia Writing**

Hours: 3

Basic journalistic writing techniques common to all media. Fundamentals of print, broadcast and Internet-oriented writing. integration of news gathering, writing and editing; ethics to establish a firm foundation for journalism, including basic reporting skills. Students will be required to read daily newspapers and online media, view/listen to TV and radio news; master the basics of Associated Press style and report and write on deadline. Basics of grammar and spelling.

## **MMJ 2315 - Basic Reporting**

Hours: 3

A beginning course in the gathering and writing of news with an emphasis on interviewing and the basic types of stories. Assignments will include work to be submitted to the student newspaper. Laboratory hours each week. Students must be able to type.

## **MMJ 2327 - Advertising Principles**

Hours: 3

A survey course in advertising as one aspect of promotion. Examines the historical background, social and economic environments, media channels, and other basics of the field as the beginning for further study in advertising. Prerequisites: Jour 1307 or MMJ 1307 or consent of the instructor.

## **MMJ 2331 - Media Performance**

Hours: 3

A study of the principles of announcing and talent in radio, television and associated fields, including preparation and performance of commercials, news, interviews and similar broadcast-style content. Includes coverage of theory and practices in the broadcasting industry from the writing, studio and production points of view

## **MMJ 109 - Introduction to Media Production**

Hours: 1

Supervised practice and instruction in multi-media experiences including: print-based news writing, radio announcing; radio production; public relations activities, television performance; television production; online video, visual, audio and/or textual production; and other activities related to the production of media content and projects. The first Practicum course is designed to do introductory training for students who have no previous media content creation experience. Students may be assigned to a variety of online, print, public relations, advertising, audio and/or video projects. MMJ majors do a minimum of three one-hour Practicum courses (from MMJ 109, 209, 309, and 409) but may not take more than one Practicum per semester. Crosslisted with: MMJ 209, MMJ 309, MMJ 409.

## **MMJ 151 - Basic Media Production**

Hours: 3

An introduction to basic audio and video production and digital production theories and skills needed for effective media content creation. The course includes practical training with software and hardware for digital media production, develops an understanding of the aesthetics of media production and provides preparation for using audio and video content as a form of communication to an audience.

## **MMJ 197 - Special Topics**

Hours: 0-4

One to four semester hours. Organized class. May be repeated when topics vary.

**MMJ 209 - Media Operations II : Student Radio**

Hours: 1

Supervised practice and instruction in multi-media experiences, but primarily for this course in radio announcing, radio production, online audio talent and production, and other activities related to the production of media content and projects. Students without previous media content creation experience should first take MMJ 109, the first Practicum course designed to introduce students to media creation skills. Students with basic previous experience should begin Practicum with MMJ 209. MMJ majors may choose to do three one-hour Practicum courses (from MMJ 109, 209, 309, and 409) instead of doing one three-hour internship, but may not take more than one Practicum per semester.

**MMJ 221 - Basic Audio Production and Radio Programming**

Hours: 3

Lectures and laboratory experience in audio production equipment, methods, and techniques. Emphasis is placed on radio programming and production. Attention is given to radio formats, new technology, production skills and program management. Laboratory experience includes work with KKOM student radio and/or KETR Radio. Prerequisites: MMJ 151 or concurrent enrollment.

**MMJ 297 - Special Topics**

Hours: 0-4

One to four semester hours. Organized class. May be repeated when topics vary.

**MMJ 308 - Screenwriting**

Hours: 3

In connection to playwriting in theatre, developing the skill of writing scripts for actor performance is emphasized. The course will give the students an opportunity to connect theatre writing to writing for film projects. Criticism and review of content by professionals and students will be stressed. Prerequisites: MMJ 2311. Crosslisted with: THE 308.

**MMJ 309 - Media Operations III: Field Shooting**

Hours: 1

Supervised practice and instruction in multi-media experiences, but primarily for this course in single camera and multi-camera field shooting and editing and online video content production, and other activities related to the production of media content and projects. Students without previous media content creation experience should first take MMJ 109, the first Practicum course designed to introduce students to media creation skills. Students with basic previous experience should begin Practicum with MMJ 209, but may take MMJ 309 first. MMJ majors may choose to do three one-hour Practicum courses (from MMJ 109, 209, 309, and 409) instead of doing one three-hour internship, but may not take more than one Practicum per semester. Crosslisted with: MMJ 109, MMJ 209, MMJ 409.

**MMJ 314 - Intermediate Reporting**

Hours: 3

A continuation of MMJ 2315 with emphasis on developing the students' news sense, judgment, interpretive news presentation, and reporting skills to produce in-depth stories using multiple sources of information. Assignments will include work to be submitted to the student newspaper. Laboratory hours each week. Prerequisites: MMJ 2315 with a minimum grade of C or consent of instructor.

**MMJ 315 - Editing & Production**

Hours: 3

Focus is on the concerns of the news editor, including copyediting, headline writing, and newspaper design. Laboratory work consists of copyediting, layout, and headline writing for fully-paginated student publications. Prerequisites: MMJ 2305.

**MMJ 316 - Community Newspaper Journalism**

Hours: 3

This course explores various topics in community newspaper journalism, including photojournalism, business-related operations such as advertising and circulation, newspaper management, technology, and community relations. Prerequisites: MMJ 1307 or consent of instructor.

**MMJ 320 - Broadcast Writing**

Hours: 3

A study of the techniques, style, and format of script preparation for the radio and television media. Scripts include commercial, news documentary, and dramatic programs. Prerequisites: MMJ 2311.

**MMJ 322 - Film-Style Shooting & Editing**

Hours: 3

This course teaches the technical skills and creative principles required for single camera ('film style') video field shooting and post production using Final Cut Pro®. Topics include audio, video recording technology, composition, lighting, continuity, and editing. Experience planning, shooting and editing entertainment- and/or information-based video projects will be provided through hands-on exercises, projects and assignments. Prerequisites: MMJ 151.

**MMJ 326 - Advanced Reporting/Feature Writing**

Hours: 3

An advanced course integrating writing, reporting and news feature writing skills. Assignments will include work to be submitted to the student newspaper. Laboratory hours each week. Prerequisites: MMJ 315 or consent of instructor.

**MMJ 328 - Public Relations Principles**

Hours: 3

An introduction to the fundamentals of public relations and the functions of reputation management. A beginning examination of publics, research techniques, media outlets, and public relations techniques. Prerequisites: MMJ 1307 or consent of instructor.

**MMJ 329 - Writing for Public Relations**

Hours: 3

The preparation of and writing of various documents in the field of public relations with both lecture and laboratory sessions. Emphasis is upon writing and research for public relations formats. Prerequisites: MMJ 2315 and 328.

**MMJ 330 - Case Studies in Advertising**

Hours: 3

The case-study method is utilized to explore contemporary advertising and marketing issues. Students will explore the execution of cases and analyze the elements utilized in the management of the cases. Prerequisites: MMJ 328.

**MMJ 332 - Advanced Digital Video Production**

Hours: 3

Lectures and laboratory experiences in control room and studio procedures for television broadcasting. Provides the students with an opportunity for learning pre-production, production and post-production of television programs using field shooting for pre-production and multi-camera production techniques of a TV studio. Experiences provided include operation of cameras, control panels, lights, and audio in directing and producing nondramatic programs such as news, commercials, and interviews. Attention is given to the television performance as well as to production techniques. Prerequisites: MMJ 322.

**MMJ 334 - Advertising Campaigns**

Hours: 3

A focus on the strategic elements in developing an advertising campaign for clients. Students will prepare a campaign for a designated on-campus or off-campus business, service, or institution, or non-profit. Prerequisites: MMJ 2327.

**MMJ 335 - Media History**

Hours: 3

A survey of the origins and development of journalism and the mass media from their beginnings in Germany and England to the present time. Emphasis on the ideas, economic forces, and cultural realities touching the development of American journalism. Prerequisites: MMJ 1307 or consent of instructor.

**MMJ 336 - Media Law**

Hours: 3

A study of the foundation of sources of law and the First Amendment and the significant legal decisions affecting print, broadcast, and online media. Covers such areas as libel, privacy, media access to government, copyright and media regulation. Particular attention is focused on Supreme Court decisions. Prerequisites: Junior standing or permission of instructor.

**MMJ 350 - Visual Communication for News Publications**

Hours: 3

An introduction to preparing visual documents for use in print publications. Digital cameras are used to introduce the essentials of composition, selection, and editing of images. Prerequisites: MMJ 151.

**MMJ 351 - Introduction to Photojournalism**

Hours: 4

An introduction to photojournalism. This class covers techniques and equipment needed when shooting for publication and places an emphasis on producing digital images. Crosslisted with: PHO 351.

**MMJ 352 - Advanced Photojournalism**

Hours: 4

Photojournalism students will refine their photo reporting skills while expanding techniques to include visual storytelling and documenting with emerging technology. Students must be published. An emphasis will be placed on students publishing assignments to further portfolios. Critiques will be an integral part of the course. Prerequisites: MMJ 351 or ART 351. Crosslisted with: PHO 352.

### **MMJ 360 - Digital Audio Production**

Hours: 3

Students will learn the fundamental skills required of sound engineers and/or producers working in the recording industry. Attention will be given to the basics of the mixing board, microphones and recording techniques for drums, bass, guitar, keyboards and vocals. Prerequisites: MMJ 151 or 221.

### **MMJ 380 - Magazine Production**

Hours: 3

An advanced course to build on MMJ 2305 and to introduce our majors to the field of magazine journalism. The students will learn the fundamentals of magazine writing, production and editing, which differ significantly from similar newspaper skills. Prerequisites: MMJ 2305 and MMJ 2315..

### **MMJ 389 - Independent Study**

Hours: 1-4

Individualized instruction/research at an advanced level in a specialized content area under the direction of a faculty member. Prerequisites: Consent of department head. Note May be repeated when the topic varies.

### **MMJ 390 - Sports Media**

Hours: 3

Students will learn the basic aspects of live play-by-play broadcasting; color commentary; and sports reporting, anchoring and producing for radio, TV and online communications. Emphasis will be on practical experience in helping to produce sports programming for KETR, student radio KKOM and student television KETV. Prerequisites: MMJ 2311 with a minimum grade of C.

### **MMJ 397 - Special Topics**

Hours: 1-4

Organized class. May be repeated when topics vary.

### **MMJ 409 - Media Operations IV: Multi-Camera Studio Production**

Hours: 1

Advanced Student Media Operations Of the three required Practicum courses, MMJ 409 should be taken last. Supervised practice and instruction in multi-media experiences, but primarily for this course students are assigned to student media management roles and/or work in producing traditional media and online content, including talk shows, newscasts, demonstration shows, and game shows using multi-camera live or live-style techniques, and other activities related to the advanced production of media content and projects. Students without previous media content creation experience should first take MMJ 109, the first Practicum course designed to introduce students to media creation skills. Students with basic previous experience should begin Practicum with MMJ 209. MMJ majors do three one-hour Crosslisted with: MMJ 109, MMJ 209, MMJ 309.

### **MMJ 420 - Multimedia Portfolio**

Hours: 3

The course explores the evolution of traditional media operations to online media. Students will develop a greater appreciation for the history and implications of computer-mediated communication and explore cultural, social and economic issues related to technology and media. The course covers practical skills in various tools of interactive media production, including HTML, audio and video production, basic photography, writing and graphic design—all used to guide the student in preparing an online portfolio that demonstrates multimedia skills. Issues related to being prepared for starting a communication or media-related career are also addressed. Prerequisites: Senior standing or permission of instructor.

### **MMJ 425 - Public Relations Case Studies**

Hours: 3

An analysis and evaluation of contemporary public relations problems in public and private organizations. Case studies are examined. Prerequisites: MMJ 328 and MMJ 329 or consent of instructor.

### **MMJ 426 - Public Relations Campaigns**

Hours: 3

The planning, implementation, and analysis of public relations campaigns. Examination of the role of research in such campaigns. Prerequisites: MMJ 328.

### **MMJ 440 - Broadcast & Digital Journalism**

Hours: 3

Students will use mobile communication devices such as cell phones and tablets to create quality print, broadcast, and online journalism. Students will cover news stories in the Hunt County, Texas area, doing out-of-class writing and reporting assignments designed as practical preparation for real-world media work. Along with traditional newsgathering techniques, students will study how the journalism and citizen media fields are evolving with new technology, using social media to build a readership for the course's journalism projects and to engage with the audience. Prerequisites: MMJ 151 or MMJ 322 and Junior Standing.

**MMJ 445 - Ethics in the Media**

Hours: 3

This is a course about ethical issues raised by contemporary mass media practices, especially those related to news, advertising, and public relations. Students will learn to recognize and analyze problem situations in terms of a framework of ethical principles in a societal context shaped by the libertarian traditions of Enlightenment thought. Communitarian challenges to those traditions will be studied and their impact on media ethics and practices explored. Prerequisites: Junior Standing or permission of instructor.

**MMJ 453 - Social Media**

Hours: 3

This course will examine concepts of communication, social interaction and community in a digital world. The course will include such interactive media applications as blog, wiki, avatar, comment, Twitter®, Instagram®, Facebook®, Pinterest®, podcast and similar Internet sites and techniques of digital media communication. Students will engage in practical social media strategies to engage with the local audience and use software such as Hootsuite® for social media marketing and engagement. Prerequisites: Junior Standing.

**MMJ 480 - Pro Seminar & Portfolio**

Hours: 3

The course synthesizes content from previous courses in commercial broadcasting, investigates current trends and issues in broadcast and digital media production, and includes a thorough investigation of the job search process. Also, investigation of new trends in broadcast and digital media production, management, research, programming and government regulation. Pre-requisites : At least 30 hours completed in RTV courses.

**MMJ 489 - Independent Study**

Hours: 1-4

Individualized instruction/research at an advanced level in a specialized content area under the direction of a faculty member. Prerequisite: Consent of Journalism division coordinator

**MMJ 490 - H Honors Thesis**

Hours: 3

Individual Honors Thesis.

**MMJ 491 - H Ind Honors Readings**

Hours: 3

Honors Readings .

**MMJ 495 - Media Internship**

Hours: 3

Approved work experience in a media organization such as a community newspaper or public relations firm. Supervision by professionals and faculty. Prerequisites: Junior Standing.

**MMJ 497 - Special Topics**

Hours: 1-4

Organized class. May be repeated when topics vary.