
SIUE Mass Communications Department Handbook

Your Future In Media Starts Now

Department of Mass Communications
Student Handbook • Southern Illinois University Edwardsville • 2010



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Welcome

Introduction To Student Handbook

Welcome to the Mass Communications Department Student Handbook. This book has been designed and written to assist our majors with managing their careers here in the Mass Communications Department. Of course, your faculty advisor is the best person to talk to when you have a question, but hopefully the information placed here can help.

Desired Characteristics And Capabilities Of Graduates

College of Arts and Sciences and Mass Communications Department

College of Arts and Sciences

The College of Arts and Sciences of Southern Illinois University Edwardsville is committed to ensuring that its graduates acquire the skills and knowledge necessary to function as educated individuals, life-long learners, and responsible citizens. To these ends, the College fosters the development of the following characteristics and capabilities:

- **Communication:** Organize and express ideas clearly and appropriately; master standard use of written and oral communication; appreciate alternative forms of expression, including art, dance, music and literature; distinguish between the medium and the message; listen, observe, interpret, and understand others.
- **Critical Thinking:** Employ independent, objective, and rigorous reasoning; identify and integrate the elements of a task or problem; seek, organize, assimilate, synthesize, and use information; maintain a healthy skepticism; recognize the value of creativity, the limits of reason and the legitimacy of intuition.
- **Problem Framing and Solving:** Appreciate the complexity of problems; go beyond conventional assumptions; understand parts of systems as well as the

whole; recognize patterns and generalize; search and test solutions using analytical and intuitive skills; evaluate and monitor outcomes; work effectively and creatively in diverse groups.

- **Knowledge:** Master basic facts, concepts, and literature of the arts and sciences; acquire knowledge of diverse ethical traditions and contemporary issues; develop competence in the use of technology, instrumentation, and research methods; develop expertise in a major; understand the evolution and trends of that major; acquire knowledge of career opportunities.
- **Integration and Application of Knowledge:** Recognize and value the



interconnectedness of knowledge; learn creativity from practice and experience; apply knowledge in innovative ways; appreciate, use and promote multidisciplinary and culturally diverse perspectives; foster connections wherein knowledge serves as a bridge to new levels of understanding and insight.

- **Self Development:** Assess personal strengths, weaknesses, and potential; develop individual goals and persevere to achieve them; build self confidence and motivation; identify and respect diverse backgrounds and viewpoints; deal effectively with change; recognize and tolerate ambiguity; responsibility for decisions and their results.
- **Citizenship:** Participate in the local, national, and global community; be sensitive to the welfare of others; appreciate democratic values; acquire a sense of personal and collective responsibility for the social and natural environment.
- **Life-long Learning:** Maintain a sense of curiosity; appreciate and master the process of learning; recognize that learning is a means of fulfillment and success in one's personal and professional life.

Department of Mass Communications

As a component unit of the College of Arts and Sciences of Southern Illinois University Edwardsville, the Department of Mass Communications is dedicated to the goal of graduating students with the education and abilities needed to excel in today's world and into the future. The department recognizes that graduation is not an end to learning but a commencement, a beginning. So graduates can function as lifelong learners, thinking people and responsible members of society, the department works to develop the following skills, articulated in concert with the College of Arts and Sciences' Desired Characteristics and Capabilities of Graduates:

- **Communication:** The purpose of the Department of Mass Communications is to impart proficiency and understanding in all forms of communications -- written, oral and visual. Students learn to gather information and organize that information into an easily understood cohesive article, program or project. They learn information-gathering techniques, the craft of interviewing and develop their observational abilities. They learn to ask questions and they learn to listen.
- **Critical Thinking:** Seeking balance, developing a healthy skepticism, and learning the value of instinct or intuition are central to the development of mass communications students. Students discover where to look for information, how to find it, how to assess its value, and how to organize and compress the information into a communicable message. Students expand their reasoning abilities, become aware of moral and ethical considerations, cultural, ethnic, racial and gender issues, and learn to value opposing viewpoints. When they have learned the basics, they are encouraged to experiment with new and different forms and ideas.
- **Problem Framing and Solving:** To prepare for the increasingly complex world they will face after their university experience, mass communications students are exposed to a variety of real life situations. They are expected to analyze the inherent problems in these situations from every angle, look for trends, assimilate as much information as possible and come to an informed decision. They are encouraged to develop instinctual abilities and to avoid too much reliance on the traditional just because it is traditional. They evaluate the effectiveness of their work and learn to work in groups with other students. The study of media and social impact is required of all mass communications majors.
- **Knowledge:** Mass Communications students are strongly encouraged to diversify their studies to achieve a varied educational background. Because they are expected to background themselves on a wide variety of subjects, enough to ask intelligent questions and understand the answers, they must be able to recognize what they don't know and know how to learn about it. The major characteristic of a mass communications graduate is lifelong curiosity. They read and are current with the events, people and trends in the news. They constantly research (report), develop professional writing abilities and are technologically proficient.

- **Integration and Application of Knowledge:** Because mass communications is a professional as well as academic program, students utilize the campus and surrounding communities as a supplement to their classroom. Major course work involves out-of-class assignments. In this way, students learn from each experience and develop innovative methods of circumventing problems. Mass communications graduates are expected to have acquired a well-rounded educational background and to have developed an understanding of other people, cultures and religions. They realize the relationships between other disciplines, people and events and how these relationships interact locally as well as globally.
- **Self Development:** Students in mass communications must learn to implement what they have been taught in class so that by the time they reach the internship stage, prior to graduation, they can function with a minimum of instruction in a professional setting. To achieve this, much course work involves production lab hours and work on projects, either singly or in groups. As they acquire a variety of proficiencies, their confidence builds; by the time they graduate, they can successfully compete in an extremely competitive field. Professionalism is demanded from the first day they enter the program. This includes adherence to deadlines, developing self discipline, dedication to their craft, stamina and hard work. Mass communications students learn to think on their feet, to "do it fast, do it right and do it the first time." They recognize the responsibility they assume when something they have written is published or distributed.
- **Citizenship:** Because many mass communications professionals engage in the dissemination of news and information, students must keep informed about current events, not only on their campus, but in their community, their state, their country and the world. They learn the intricacies of media law and regulation, the civil and criminal court system, law enforcement and government. They look for issues and problems, and the variables in solutions. They recognize that human interest is central to every story and that without the human factor, there is no story. Throughout the history of the media, mass communicators have frequently led efforts to improve humanity's condition; students learn this proud tradition and are expected to uphold it.
- **Lifelong Learning:** The practice of mass communications, by its nature, is a continuous learning experience. Those in the profession are there because they have a well-developed curiosity about people, events, issues and trends. They are constantly researching, asking questions, analyzing and sifting through information to find balanced solutions.

Mass Comm Degree Info

Curriculum, Location, Career Opportunities, Admission, Retention, Graduation & Degree Requirements



Next you will find a reprinting of our department's section of the 2010-2011 catalog, including a list of our faculty, a discussion of our curriculum, a description of our beautiful location on the bluffs overlooking the Mississippi river, 20 minutes drive from downtown St. Louis, career opportunities, admission, retention and graduation requirements, degree requirements for the Bachelor of Science or Bachelor of Arts in Mass Communications, and a list of the courses we teach in the Mass Communications Department.

Mass communications media are growing and changing at unprecedented rates. Especially in the past two decades, new media forms have emerged, including pay-per-view television, direct satellite transmission, high definition television, the World Wide Web, smart phones and tablets, social media and more. The pace of change is rapid, so rapid in fact that USA Today has stated, "... all media companies are in the process of evolving into as-yet-undetermined new entities."

Mass Communications

Dunham Hall, Room 1031
www.siu.edu/MASSCOMM/

Professors

Donald, Ralph R., Ph.D., 1987, University of Massachusetts
Maynard, Riley H., Ph.D., 1995, St. Louis University

Associate Professors

Hicks, Gary R., Ph.D., 1998, University of Texas at Austin (Chair)

Assistant Professors

Hale, Donna K, Ph.D., 2005, Bowling Green State University
Ibroscheva, Elza N.; Ph.D., 2005, Southern Illinois University Carbondale
Kapatamoyo, Musonda; Ph.D., 2007, Ohio University
Mishra, Suman, Ph.D., 2009, Temple University
Yu, Jason, Ph.D., 2008, The University of North Carolina at Chapel Hill

Instructors

Byers, Cory, M.A., 2005, Southern Illinois University Carbondale
Merrett-Murry, Tammy, M.A., 1998, Webster University

Program Description

The Department of Mass Communications is accredited by the highly selective Accrediting Council on Education in Journalism and Mass Communication (ACEJMC). Out of thousands of programs internationally that teach subjects in mass communications, only about 100 meet the high standards of ACEJMC accreditation.

Our curriculum seeks to educate students to be responsive to this fast-paced, ever changing professional environment. While some specialized skills are essential to enable students to meet current standards, the goal of the Mass Communications curriculum is to produce graduates who are independent professional communicators capable of critically and creatively producing media messages for the diversity of groups in an increasingly global society.

To meet the challenges of the mass communications industries of the 21st century and to provide students with a comprehensive mass communications background, this department's curriculum consists of four components: the introductory core, a professional option, the advanced core and Mass Communications electives. The introductory core of three courses consists of an introduction to mass communication plus two basic skills courses. MC 201 (Mass Media in Society) encourages an appreciation for the significant ideas, events and individuals that influenced the development of mass media systems, and continue to guide their evolution. In the two introductory skills courses, MC 202 (Writing for the Media) and MC 204 (Introduction to Television and Audio Production), students learn how to use the tools and technologies appropriate for the communications professions in which they will work. But beyond these technical skills, students are also trained in essential analytical skills and artistic skills in writing (accuracy, fairness, and clarity) and in audio and visual media production. These fundamental media skills are broadly applicable and not bound to specific technologies that may be threatened by obsolescence. Students are required to choose and to complete a professional option consisting of five courses. The options are: Print and Electronic Journalism, Television/Radio, Corporate and Institutional Media, and Media Advertising. The two anchor courses in each professional option are essential to developing proficiency in a specific media concentration. A choice of three

additional courses from the remaining eight to ten courses in an option permits a faculty advisor to help a student focus his/her program in the direction best suited to that student's career aspirations.

The advanced core encourages students to develop a deeper understanding of the social, political, legal, economic, artistic and technological environment in which media products are produced, delivered and consumed. Further, the advanced core emphasizes issues related to ethics and diversity, and encourages students to think carefully and critically about the nature and significance of the media in our society. Included in the advanced core are MC 401 (Media Law and Policy), MC 403 (Media Critical Theory), and MC 481 (Internship/Senior Portfolio). A professional internship off campus provides real-life work experience and valuable contacts for the student; the senior portfolio assignment helps students prepare for graduation and for advantageous positioning in the employment marketplace.

The curriculum also provides for two open major elective courses. This provision enables students not only to explore their own cross-media educational interests, but also, with the aid of faculty advisors, to further position themselves for their particular career goals. To provide graduates with additional competencies in other disciplines, a minor in a subject outside the major also is required.

An Ideal Location

The St. Louis metropolitan area is the 21st largest media market in the United States. SIUE's Mass Communications Department program takes advantage of the resources of the region by regularly scheduling media professionals for guest appearances in classes, by employing working professionals as part-time faculty, and by sponsoring events such as Mass Communications Week, in which a number of programs on topics as varied as the job search, television and film lighting, independent video producing in St. Louis, virtual media for corporate communications, and a dialogue with a St. Louis Post-Dispatch columnist are conducted by working professionals and the faculty.

Career Opportunities

The Department of Mass Communications graduates take many career paths. Today dozens of careers are available for print journalism students. Besides working as reporters, editors, sports writers or photojournalists on newspapers and on-line blogs, graduates may land their first jobs with news wire services, organizational and professional newsletters, national, regional and local magazines, trade periodicals and in corporate communications. Recent electronic journalism graduates report success in radio, television and news-related occupations. Rooted in the traditional study of print journalism, the electronic journalism professional option prepares graduates for a growing number of news writing, reporting, newsroom management, documentary production and Internet news sites.

Media advertising is all around us. To name a few, ads can always be found on radio, television, newspapers, magazines and other print media, as well as on billboards, the sides of buses and taxis, on T-shirts, baseball caps and lunch boxes, in the movies, all over the Internet, including on social media, and even on the bags you use to carry home your purchases. Mass Communications Department graduates work for ad agencies, marketing departments of major corporations, for sales departments of media organizations and in many other ancillary jobs in marketing. In ad agencies, graduates are successful, both on the creative side and as account executives, media specialists and buyers.

Recent Television/Radio graduates report that there are many more jobs "out there" than they imagined when they first enrolled at SIUE. Besides finding employment at television and radio

stations, SIUE graduates are writing and producing videos for public relations clients, working in industrial and corporate communications, serving the video needs of hospitals, schools, colleges, and law offices, plus designing and producing interactive video and audio for web sites. And yes, many graduates still find jobs in radio and broadcast or cable television in news, production, sales, traffic, promotions, operations, and other departments. The new kind of broadcasting graduate this department produces is a valuable commodity throughout the mass communications job market.

Corporations and institutions have learned they can't do without media specialists, and they come to SIUE to find the specialists they need to communicate with their stockholders, their employees, the public in fact, all their "publics," as public relations practitioners call their audiences. Working in marketing, public relations, and corporate media (video, digital, multimedia, web, print), SIUE's professional communicators create and deliver the messages for business, industry, institutions and organizations. Interactive multimedia, web site design and construction, computerized manipulation of visual images, digital photojournalism, digital publishing, non-linear video editing, digital animation and many other 21st-century mass communication skills.

Integrated into all these professional options is the study and practice of the leading-edge skills, techniques, theories and aesthetics SIUE graduates will need to succeed in a digital future for webmasters, interactive multimedia producers and many new digital media jobs as yet unnamed. SIUE students learn the tried-and-true mass communication basics as well as the most advanced digital media techniques needed to excel in this brave new world.

Undergraduate Degree Programs

Bachelor of Arts, Mass Communications
Bachelor of Science, Mass Communications
Areas of Interest:

Corporate and Institutional Media
Media Advertising
Print and Electronic Journalism
Television/Radio

Program Overview and General Department Information

Admission

Students wishing to apply for a major in Mass Communications are required to:

- complete all academic development courses required by the University;
- complete any required courses to address high school deficiencies;
- achieve a minimum cumulative grade point average of 2.2 at SIUE;
- complete MC 201 and 202 with a grade of C or better.

Retention

Mass Communications majors must maintain a 2.2 overall grade point average. Students may attempt (defined as completing a course and receiving a grade) any Department of Mass Communications course only twice. If a student fails to achieve a C grade or better in a course

after a second attempt, he/she must petition the Mass Communications Department faculty for the opportunity to attempt the course again.

Transfer

The department will accept a maximum of 18 semester hours transferred from any other accredited higher education institution toward completion of the Mass Communications major: the remainder of a student's 39 hour major must be completed in this department.

The department will accept a maximum of 9 semester credits transferred from any other accredited higher education institution toward completion of the Mass Communications minor: the remainder of a student's 21-hour minor must be completed in this department.

All mass communications courses that a student wishes to transfer must have a minimum grade of C. The burden of proof that a course meets a requirement in the Mass Communications major is the responsibility of the student and the institution from which the course is transferred. Transfer students should contact the Mass Communications Dept. Chair for a course transfer review.

The burden of proof that a course meets a requirement in the Mass Communications major is the responsibility of the student and the institution from which the course is transferred.

Degree Requirements

General Education (42-44 hours)

University general education requirements are outlined in the General Education section of the SIUE catalog and included in the sample curriculum outline. All Mass Communications majors must complete Philosophy 481: Media Ethics, as part of their program of study.

To ensure that Mass Communications majors learn to apply basic numerical and statistical concepts, each must complete one of the following options:

- a Choose either STAT 107, Concepts of Statistics; STAT 244, Statistics; or STAT 380, Statistics for Applications, to complete the SIUE General Education skills courses requirement; or
- b If a Mass Communications major chooses a minor in Speech Communication, complete SPC 329, Communication Research Methods; or
- c Choose MC 451, Research Methods in Mass Media, either as a Mass Communications Department elective or as one of the student's three selected courses in the Media Advertising or Corporate and Institutional Media professional options.

All Mass Communications majors must complete a minimum of 80 semester hours in courses outside the Department of Mass Communications. Of these, no fewer than 65 semester hours must be completed in courses in the basic liberal arts and sciences. Liberal arts and sciences courses at SIUE include any course taught in the College of Arts and Sciences, the Department of Economics, and the Department of Psychology.

Introductory Core Requirements (12 hours)
MC 201, MC 202, MC 203 and MC 204

Advanced Core (9 hours)
MC 401, MC 403 and MC 481

Professional Option (15 hours)

Choose one of the following Mass Communications options:

Corporate and Institutional Media

MC 402 Media Management

MC 422 Writing Corporate & Institutional Marketing

Three of the following courses chosen in consultation with a Mass Communications Department advisor:

MC 321 Feature Writing

MC 323 Publication Layout and Design

MC 327 Designing/Writing for the World Wide Web

MC 330 Advanced Broadcast Writing

MC 342 Digital Imagery

MC 431 Corporate & Nonbroadcast Video

MC 441 Multimedia Use in Mass Media

MC 451 Research Methods in Mass Media

MC 453 Transnational Media

Media Advertising

MC 325 Fundamentals of Advertising

MC 389 Media Planning

Three of the following courses chosen in consultation with a Mass Communications Department advisor:

MC 323 Publication Layout and Design

MC 326 Advertising Copywriting & Design

MC 334 Electronic Media Advertising

MC 342 Digital Imagery

MC 421 Advertising Campaigns

MC 440 Visual Media Analysis

MC 449 Media Psychology

MC 451 Research Methods in Mass Media

Print and Electronic Journalism

MC 322 Copy Editing For The Media

MC 324 Public Affairs Reporting

Three of the following courses chosen in consultation with a Mass Communications Department advisor:

MC 321 Feature Writing

MC 323 Publication Layout and Design

MC 330 Advanced Broadcast Writing

MC 332 Electronic Media News

MC 341 Sports Journalism

MC 342 Digital Imagery

MC 424 The Literature of Journalism

MC 447 Photojournalism

Television/Radio

MC 330 Advanced Broadcast Writing

MC 402 Media Management

Three of the following courses chosen in consultation with a Mass Communications Department advisor:

MC 301 Radio Production

MC 331 Electronic Media Performance

MC 333 Advanced Video Writing and Production

MC 334 Electronic Media Advertising

MC 423 Advanced Topics in Writing for the Media

MC 431 Corporate and Non-broadcast Video

MC 433 Advanced Video Directing and Producing

MC 440 Visual Media Analysis

MC 441 Multimedia Use in Mass Media

MC 454 Documentary Media

Mass Communications Electives (6 hours)
 Minor Outside of Mass Communications (18-21 hours)
 University Electives (19-22 hours)

Only Mass Communications courses in which the student receives a C grade or better are accepted for credit toward completion of the Mass Communications major or minor.

Mass Communications Minor

The Mass Communications minor requires MC 201 and 202 and additional courses selected in consultation with a departmental minor advisor for a total of 21 hours.

Graduation Requirements

- Complete all specific program requirements.
- Complete all University requirements including:
 - All general education requirements
 - A minimum of 124 credit hours
 - At least 30 of which must be completed at SIUE
 - At least 60 of which must be completed at a regionally accredited 4-year institution
 - A minimum cumulative grade point average of 2.2
 - Bachelor of Arts only: one year of the same foreign language
- File an Application for Graduation no later than the first day of the term in which you plan to graduate.



Sample Curriculum for the Bachelor of Science in Mass Communications

Fall Semester

Year 1	
MC 201 – Mass Media in Society.....	3
ENG 101– English Composition I.....	3
SPC 105 – Public Speaking (required)	3
STAT 107 – Concepts of Statistics or CMIS 108 Computer Concepts and Applications	3
Introductory Fine Arts and Humanities	3
Total	15

Year 2	
MC 204 – Into to Television & Audio Production ...	3
Introductory General Education	3
Introductory General Education	3
Minor.....	3
Minor.....	3

Total15

Year 3

MC Professional Option3
Intergroup Relations (IGR).....3
Minor3
Minor3
Elective3
Total15

Year 4

MC 401 – Media Law & Policy3
PHIL 481 – Media Ethics (DFAH).....3
International Issues/International Culture (II/IC).....3
Minor/Elective3
Elective3
Elective3
Total18

Students wishing to obtain a Bachelor of Arts degree may do so by taking one year of foreign language.

Spring Semester

Year 1

MC 202 – Writing for the Media3
ENG 102 – English Composition II.....3
PHIL 106 – Critical Thinking or MATH 106 – Deductive Reasoning ...3
Introductory Natural Sciences and Mathematics...3
Introductory Social Sciences.....3
Total15

Year 2

MC Professional Option3
MC Professional Option3
Distribution Natural Sciences and Mathematics...3
Minor3
Elective3
Total15

Year 3

MC Professional Option3
MC Elective3
Interdisciplinary Studies (IS)3
Distribution Social Sciences.....3
Minor3
Total15

Year 4

MC 403 – Media Critical Theory3
MC 481 – Internship/Senior Portfolio3
MC Elective*3
Elective3
Elective4
Total16

Mass Communications (MC) Courses

201-3 (credits) **Mass Media in Society** — [DFAH] Analysis of mass media focusing on technological, economic, governmental, and societal impact.

202-3 **Writing for the Media** — [DFAH] First experiences reporting, writing and rewriting news and information for various media forms: print, electronic, promotional, advertising, public relations. Includes potential publication in SIUE's campus newspaper, The Alestle.

203-3 **Audio Production for the Media** — [DFAH] Holistic approach to the planning and production of audio programs. Development of technical skills, creative scriptwriting, and the professional execution of scripted and live programs in analog and digital environments. Prerequisite: 202.

204-3 **Introduction to Television and Audio Production** — [DFAH] Planning and realization of audio and video productions; studio techniques; audio and video non-linear editing. Emphasis on composition, aesthetics and storytelling. Prerequisite: 202.

301-3 **Radio Production** — [DFAH] Provides students with instruction to perform professional radio productions in digital and analog formats; focus on script writing, technical skills, editing and on-air performance. Prerequisite: 204.

321-3 **Feature Writing** — [DFAH] Feature writing. Advanced experience reporting and writing for newspapers, magazines, public relations, and corporate and institutional publications. Observational, experiential techniques. Prerequisite: 202.

322-3 **Copy Editing for the Media** — [DFAH] Style, language, structure, and special writing techniques; philosophy of writing, with object to broaden student's understanding of professional writing in all forms of mass communications.

323-3 **Publication Layout and Design** — [DFAH] Computerized editing, page layout, publication design, and production for newspapers, magazines and newsletters. Major emphasis is placed on the concept of content-driven design. Prerequisite: 202.

324-3 **Public Affairs Reporting** — [DFAH] Reporting for print and electronic media about local and state government, politics, law enforcement, courts, education, state and federal agencies. Field trips, conferences. News ethics. Prerequisite: 202.

325-3 **Fundamentals of Advertising** — [DFAH] Examines regulation, media and methods, including research, copywriting and analysis of appeals and messages in advertising.

326-3 **Advertising Copywriting and Design** — [DFAH] Processes and practices in copywriting and layout design for print and web advertising. Prerequisites: 323 and 325.

327-3 **Designing and Writing for the World Wide Web** — [DFAH] Information- and user-centered approach to Web design. Hands-on experience in designing, creating and publishing textual and multimedia content for the Web. Students compete a medium-sized Web project. Prerequisite: 204 with grade of C or better.

330-3 **Advanced Broadcast Writing** — [DFAH] Advanced theory and writing techniques for radio and television. Topics include writing news, commercials, promos, continuity, documentary and dramatic scripts. Prerequisite: 204 with grade of C or better.

331-3 **Electronic Media Performance** — [DFAH] Extensive instruction and practice in electronic media performance. Students prepare projects for field and studio production and presentation. Research paper required.

332-3 **Electronic Media News** — [DFAH] Extensive practice in writing, editing videography of news for electronic media. Laboratory in preparation and simulation of broadcasts of radio and television news programs. Prerequisite: 204 with grade of C or better.

333-3 **Advanced Video Writing and Production** — [DFAH] Students write and produce features utilizing film and documentary techniques; design sets, produce newscasts, budget projects, and view pertinent productions. Prerequisite: 204.

334-3 **Electronic Media Advertising** — [DFAH] Radio and TV as advertising media. Planning and executing campaign. Agency relationships, research, cost factors, preparation of commercial materials, production, merchandising and promotions included. Prerequisites: 204 and 325 with grades of C or better or consent of instructor.

335-3 **Evolution of Entertainment Television** — [DFAH] Economic and technological factors in the history of entertainment television in the United States; changing social and political values as reflected in prime time programming.

341-3 **Sports Journalism** — [DFAH] Course provides overview of sports journalism and enhances students' writing, reporting, interviewing and editing skills. Students learn to write game, advance and feature stories. Prerequisites: 202 with grade of C or better.

342-3 **Digital Imagery** — [DFAH] Working with digital images, including creating, capturing, manipulating and producing original images using PhotoshopCS. Emphasizes the role of digital graphics in the context of visual arts. Prerequisite: 202 with grade of C or better.

351-3 **Women in Mass Communications** — [DFAH, IGR] (Same as WMST 351) Early women journalists' struggles. Social, political, technological contexts. Media as tools of social change. Historical patterns. Positive and negative male influences. Prerequisite: junior standing.

353-3 **History of Mass Media** — [DFAH] Development of American mass media. Struggle for freedom. Outstanding communicators, institutions. Social, political, technological influences.

389-3 **Media Planning** — [DFAH] Advanced media advertising planning strategies; coverage of media buying, planning skills and tools, problem solving, audience factors. Prerequisite: 325

401-3 **Media Law and Policy** — [DFAH] U.S. Constitution, federal, state law related to mass media. Congressional and public policy. Research paper/case study required. Prerequisite: senior standing.

402-3 **Media Management** — [DFAH] Management responsibilities, challenges, and expectations in the professional environment, i.e. promotions, ratings, programming. Research paper required. Prerequisite: upper-class standing in Mass Communications major or consent of instructor.

403-3 **Media Critical Theory** — [DFAH] Social role and cultural impact of electronic, print and new media technologies; critical analysis of information and entertainment production and distribution; development and application of standards for evaluation; ethical concerns. Research paper required. **Not for graduate credit.** Prerequisite: upper-class standing in Mass Communications major.

421-3 **Advertising Campaigns** — [DFAH] Creation and production of advertising campaigns using print and electronic media. Prerequisite: 326 or 334 with grades of C or better.

422-3 **Writing for the Corporate and Institutional Market** — Reporting, writing, editing information, opinion, other presentations for publicity, publications, annual reports, public relations in general. Study of corporate publications. Prerequisite: 202 with grade of C or better or consent of instructor. For MC majors only.

424-3 **The Literature of Journalism** — [DFAH] Study of magazine articles, nonfiction books by Crane, Hemingway, Agee, New Journalists, Herr, others. Study of history to determine journalism's contributions to literature.

431-3 **Corporate and Non-Broadcast Video** — [DFAH] Communication skills in writing for video, videography, producing, editing, and administration. Students produce video projects, treatments, scripts, release forms, shot sheets. **Not for graduate credit.** Prerequisites: 204 with a grade of C or better and/or consent of instructor.

433-3 **Advanced Video Directing and Producing** — Advanced theory and practice in television directing and producing. Students work as senior producers for the cable network program SIUE Global Village, plus other assignments. Prerequisite: 333 with a grade of C or better.

440-3 **Visual Media Analysis** — [DFAH] Evaluation of illustration and photography for publication and for motion imagery. Values, language, philosophy, style and standards based on artistic vision, audience expectations, and distribution constraints.

441-3 **Multimedia Use in Mass Media** — [DFAH] Study and production of media and contextual integration of audio, video, illustration, photography and text for a variety of distribution modes, settings and audience expectations. Prerequisite: 327 with a grade of C or better or consent of instructor.

447-3 **Photojournalism** — Reporting the news as a photojournalist. Stresses recognition, development and creation of news photographs and the skills of the photo editor. Provides experience in shooting, developing, printing, and editing photos, using digital technology. **Not for graduate credit.** Prerequisite: 342 with a grade of C or better.

449-3 **Media Psychology** — [DFAH]: Media's short-term and long-term psychological effects; socialization

of children and adults; persuasion and social perception in politics, health communication and consumer behavior. Prerequisite: senior standing or consent of instructor.

451-3 Research Methods in Mass Media — [DFAH] Examination of traditional and emerging concepts of research. Extensive use of research instruments, evaluation and special applications to mass media. Individual and group research projects required. Prerequisites: senior standing or consent of instructor.

452-3 New Media and Technology — [DFAH] Technological changes in the mass media. New media forms, audience fragmentation, economic, regulatory, and social issues. Patterns of adoption and diffusion. Prerequisite: senior standing.

453-3 Transnational Media — [DFAH, II] Focus on media ownership, content flow, cultural values, political power, and technological impact in history industrialization, economics and current processes of globalization.

454-3 Documentary Media — [DFAH] Historical, cultural and artistic evolution of documentary film and video making; aesthetic developments (roots of documentary filmmaking, direct cinema, cinema verite, ethnography, TV documentaries, "Rocumentary.") Prerequisite: 204 with a grade of C or better.

471-3 Special Topics in Mass Media — [DFAH] Special and advanced topics in the mass media. Topics to be announced. May be repeated to a maximum of 6 hours provided no topic is repeated. **Not for graduate credit.**

475-3 Advanced Multimedia — Digital media production techniques for high-bandwidth applications such as 2D & 3D modeling and character animation, video compositing, and high-resolution image processing; advanced techniques for deigning other interactive multimedia systems. Prerequisites: 441 with a grade of C or better.

481-3 Internship/Senior Portfolio — Experience with professional media under the joint supervision of faculty and media professionals. Preparation and presentation of a senior portfolio for evaluation by faculty. **Not for graduate credit.** Prerequisite: Mass Communications major, senior standing and approval of instructor.

482-3 Internship — Experience with professional media under the joint supervision of faculty and media professionals. This course may not be used to satisfy Mass Communication elective requirements. **Not for graduate credit.** Prerequisites: 481 or concurrent enrollment, Mass Communications major, senior standing and approval of instructor.

491-3 Advanced Practices — Advanced work in areas which student has completed all formal course work. Included are studies in news, advertising, writing, announcing, production-direction. May be repeated to a maximum of 6 hours. Prerequisite: consent of instructor.

495-1 to 4 Readings in Mass Media — Selected readings in depth with member of faculty. Contemporary books and periodicals. May be repeated to a maximum of 4 hours. Prerequisites: senior standing and consent of instructor.

499-1 to 3 Independent Study — Special projects, research, and independent study under guidance of faculty supervisor. **Not for graduate credit.**

Operating Policies

MC 499 - Independent Study, MC 491 - Advanced Practices, MC 442 - Special Studies in Visual Communications and MC 495 - Readings In Mass Media

Note: In the Department of Mass Communications, an internship experience may not be used to

meet the requirements of MC 499, 491, 442 and 495. Students receive credit for internships only if they are enrolled in MC 481, Internship/Senior Assignment, or MC 482, Internship.

Policies and Procedures

1. To qualify for an independent study, a student must possess, at the time of application, at least a 2.5 overall grade point average, a 3.0 G.P.A. in the major, and obtain the approval for the study by a member of the Mass Communications faculty.
2. Students must use the departmental application form to create a proposal for what work will be accomplished in any of the four courses listed above. To receive a satisfactory grade, a student must deliver what is promised in this proposal, and do so to the supervising professor's satisfaction. An application form must be signed by both the student and supervising professor prior to registration. Three copies should be made: one for the student's departmental file, one for the supervising professor, and one retained by the student.
3. To earn the three credits awarded for an Independent Study, Advanced Practices, or Special Studies in Visual Communications, a student should plan on devoting a minimum of 90 hours time during the semester.
4. To earn each credit in Readings in Mass Media, a student should plan on devoting a minimum of 30 hours time during the semester. Readings in Mass Media can be repeated for a maximum of four credits.
5. As the catalog stipulates, a student enrolling in an Advanced Practices section must first have completed all formal coursework offered by the department in that subject, fill out the application form and obtain an instructor's consent and signature. Advanced Practices may be repeated to a maximum of six credit hours.
6. Exceptions to these policies may be approved by the department chair, after recommendation by the supervising faculty member.

Internship Program Policies

1. In the Department of Mass Communications, credit may be given for internships only if students are enrolled in either MC 481, Internship/Senior Portfolio or MC 482, Internship. Requirements for MC 442, Special Studies in Visual Communication, MC 491, Advanced Practices, MC 495, Readings in Mass Media, and MC 499, Independent Study, may not be satisfied by the completion of an internship. Students wishing to enroll in MC 442, MC 491, MC 495, or MC 499 must first complete an Independent Study Contract form, and have it signed by the faculty member who will supervise the study, prior to enrolling in the course.

2. The second internship course, MC 482, may not be used to satisfy any course requirements for the Mass Communications major. MC 482 is allowed to be counted only toward a student's required 124 credits for the bachelor's degree.
3. A student must have achieved senior standing earn credit for an internship in the Department of Mass Communications. However, a student who is not yet a senior but will become a senior the following semester may pre-register for these courses.
4. The senior portfolio requirements of MC 481 are satisfied by presenting the internship coordinator with a portfolio of copy, resume tapes and/or other media products produced while on the internship and in SIUE courses and part-time media jobs while studying for a Mass Communications degree. The content of the portfolio will be judged by a committee of Mass Communications Department faculty. To satisfactorily complete MC 481, students must earn a minimum score of 70 on the Senior Portfolio. See the Internship FAQ on the Mass Communications Department website for more information.
5. Minimum time on the job at the internship site for a three-credit internship is 225 hours for a semester. However, many intern supervisors require more hours -- up to and exceeding 40 hours per week. Students should ascertain the amount of hours required, the days and times required and any other requirements before or during the interview process with the on-site supervisor.

Expectations of Mass Comm Majors and Minors

What Will Be Expected Of You As A Student

The Department of Mass Communications provides preparation for careers as professional communicators. To prepare students for life in the professional world, students are expected to behave in a professional manner in classes, in their relationships with faculty and other students, and in their contacts with the media.

The following are a few specifications of expected behavior:

1. Regular attendance is expected in all classes, just as regular and prompt attendance is expected in any media job. Each faculty member will set up his/her own attendance requirements and may lower grades or drop students from a course for inadequate attendance.
2. Students are expected to be active participants (as defined by the faculty member) in each course.

3. Completing work on deadline is an important aspect of any professional's work. In media work, it is even more important. Thus, faculty will simulate professional conditions by requiring absolute adherence to course deadlines.
4. All work turned in to a faculty member must be prepared in a professional manner, adhering carefully to format requirements and other standard expectations of professional presentations. Faculty may use a "fatal error" policy in their courses, which limits the number of errors which may occur before materials are either returned to the student ungraded or are severely downgraded.



5. Each student is responsible for his/her own education. When a student must be absent from class, it is the student's responsibility to make up the work of that class period. Faculty members should not be expected to provide lecture notes, summarize classes, nor tutor students in course material they have missed. If a student knows in advance that he/she will miss a class, it is permissible to ask the instructor for permission to send someone to take notes or tape record the class. However, many Mass Communications Department classes involve in-class productions, group projects, viewings, field trips and discussions which cannot be made up.
6. In all classes it is expected that everyone will be focused on the task at hand. A professional does not engage in any behavior which might disrupt a production atmosphere. Such prohibited behaviors include visiting with others, working on material unrelated to the class, operating a laptop, PDA, iPad or smart phone, sleeping, entering or leaving a room in a loud and disruptive manner, rudeness toward the instructor or other members of the class, etc. On occasion, a student who is also a parent has a baby-sitting problem. Rather than miss a class, a student occasionally requests that he/she be allowed to bring children to class. If the request involves an older child who is capable of sitting quietly in the back of the classroom with a

book, etc., the instructor may, at his/her discretion, say yes. But putting younger children into this situation is unfair to the parent (who can't concentrate on the class), the instructor (whose concentration is equally compromised), and especially to other students. The university's chief counsel has ruled that this kind of situation comes under the heading of a class disruption, and is not permitted.

7. No one should assume without asking that a faculty member permits eating or drinking in class. Some faculty prohibit these activities. Ask. Also, certain departmental spaces, such as the television studios, have a strict policy against bringing in food or beverages.
8. Just as in the professional world, an individual should not tape record any class, conversation or other activity without first receiving permission.
9. The work of media professionals is frequently considered "intellectual property" under the terms of American copyright law. Respect the intellectual property of others by not pirating (copying) work, including, of course, the software installed on departmental computers.
10. In the professional world, some organizations are quite formal and others are informal. The same is true of classes at SIUE. Professionals adapt to the culture of the organization they become a part of. Students should similarly adapt to the classroom culture the faculty member creates. This extends to such things as how discussions are conducted and how the professor is addressed. Again, when in doubt, ask.
11. It is a long-standing rule of the Department of Mass Communications that students who do not show up for the semester's first day of class may be dropped from the roster to make way for "crashers." A crasher is a student who is not enrolled in the course who comes to class the first day in hopes of being added to the roster. The Department of Mass Communications does not wait-list courses. Crashing is the departmentally-recognized procedure for gaining admission to a closed class.
12. All majors and minors must make appointments to be advised by a faculty member of the Department of Mass Communications. Faculty members post appointment schedules on their office doors. However, if students procrastinate until the end of the semester, they will not find faculty willing to advise them. No advisement appointments will be made during the last two weeks of the semester.
13. If you have an appointment with a faculty member, it is expected that you will appear on time. If you cannot keep an appointment, do the professional thing: call to cancel and, perhaps, re-schedule.
14. Faculty have many and varied responsibilities. If you wish to discuss something with a faculty member, please call or e-mail to make an appointment rather than just drop in. The faculty member you may wish to see may have allocated the time to a meeting, course preparation, research, or some other responsibility.
15. Everyone is expected to follow the rules for the use of departmental laboratories, studios and equipment which are posted and/or distributed in courses. These rules are designed to ensure safety and provide for efficient use of our departmental resources.

Rules for the Use of Mass Communications Department Equipment

Mass Communications Department equipment is available only to students currently enrolled in Mass Communications courses which require the use of that equipment for assigned projects. Students are responsible for the equipment they use. Students who violate department policies, demonstrate negligence or repeatedly return equipment late will be denied future use of equipment.

Equipment use may be reserved in advance on the sign-up sheets located in Dunham Hall by room 1020. Sign-up sheets will be posted Friday at 8 A.M. for the following week. Students who do not use the portable equipment or the video editing systems during the times which they have reserved will be fined \$10, unless engineering is notified of cancellation (phone 650-2243), 24 hours prior to the scheduled time.

Equipment Sign-up and Use Policies:

1. Check-out is usually for a maximum of 24 hours.
2. Weekend users can check-out equipment Friday after 3:30 P.M. and must return equipment by 10 A.M. Monday.
3. Users are responsible for equipment. The check-out form explains that if a camera or other equipment is damaged beyond repair or lost, the students signing the check-out form must pay to replace the equipment. The same policy applies to repair of checked-out equipment damaged while it is checked out to a student. The bills for students who do not promptly pay will be transferred to the university Bursar's Office for collection.
4. A ten dollar (\$10) fine per day will be assessed on any student who returns equipment late. Students will not be permitted to use equipment again until fines are paid.

A few words about safety

Working in the media often puts students at more risk than in other fields. Mass Communications students should recognize the hazards prevalent in media production and especially in some news reporting situations. Since the university does not cover the medical expenses of students injured in classroom or educationally-related activities, the department strongly urges all students to obtain health insurance.

Scholarships And Awards

Department of Mass Communications

Bob Hardy Scholarship in Broadcast Journalism

Established in the memory of Bob Hardy to encourage and support worthy students pursuing a degree in Broadcast Journalism (Mass Communications, Television-Radio).

John Rider Graduate Achievement Award

Recognizes a graduate student who demonstrates potential and inclination for significant contribution to the field of Mass Communications, exhibits a thorough understanding of mass communications theory and research and shares Dr. Rider's enthusiasm for the study of global mass media systems and education.

The Jack Shaheen Media Image Award

Recognizes an outstanding student who shares Dr. Shaheen's interest in issues of media representation and bias.

The John Regnell Media Policy & Law Award

Recognizes an outstanding student who has demonstrated Dr. Regnell's concern and understanding of legal issues of mass media.

The Barbara Regnell Leadership in Media Award

Recognizes a senior for outstanding leadership and who exhibits qualities and standards held by Prof. Barbara Regnell.

Judy Landers Creativity in Strategic Media Award

Recognizes an outstanding student who shares Prof. Landers's creative approach to media advertising.

Dewayne Staats Award in Sports Journalism

Recognizes a student who exhibits Staats's passion for sports, and who demonstrates the writing, announcing and analytical skills needed to excel in the field of Sports Journalism.

Elmer C. Broz Award for Achievement in Journalism

Presented annually to a graduating senior from the Department of Mass Communications, SIUE, for achievement in journalism. This award is given in memory of the late city editor of the Alton Telegraph on behalf of his efforts to groom and encourage young journalists.

John Rutherford Ott

Recognizes a student with outstanding GPA.

Kamil C. Winter Achievement

Recognizes a senior for outstanding achievement and who exhibits qualities and

standards held by Professor Winter - a scholarly approach to social responsibility through the use of media.

Press Club of St. Louis

To encourage academic excellence in the Department of Mass Communications. The award is open to journalism students enrolled in the Department of Mass Communications.

St. Louis Newspaper Guild

Outstanding student” in journalism; award designed to encourage academic excellence. Open to all journalism students.

Belleville News Democrat

To recognize achievement in print journalism.

St. Louis American Outstanding Student in Journalism Award

To recognize outstanding students in the Dept. of Mass Communications who show promise in field of journalism.

Professional Societies Sponsored by the Department of Mass Communications

SIUE Mass Communications majors are very active. They join the department’s chapters of the Society of Professional Journalists (SPJ) and the American Advertising Federation (AAF). Many students also become associate members of the Radio-Television News Association (RTNA) and the Promotion and Marketing Executives in the Electronic Media (PROMAX). The many activities in these professional groups provide students with opportunities for enhancing leadership skills, attending national conferences and developing valuable professional networking contacts.