

COLLEGE OF MASS COMMUNICATION

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Electronic Media Communication • Journalism • Recording Industry

The primary function of the College of Mass Communication is to provide appropriate professional education for people entering the fields of journalism, radio, television, photography, and the recording industry; to provide consumer education for majors and non-majors who enter other fields; and to provide instruction for persons with highly specialized needs. This means presenting students with a broad-based conceptual map of the field that systematically considers theoretical underpinnings, connections with the liberal arts and sciences, a fundamental knowledge of the communication industries, and professional training.

Following are the curricula, courses, and specific requirements for majors and minors in each department or school.

THE FUNCTION OF EDUCATION IS TO TEACH ONE TO THINK INTENSIVELY AND TO THINK CRITICALLY.
INTELLIGENCE PLUS CHARACTER - THAT IS THE GOAL OF TRUE EDUCATION.
BE NOT SIMPLY GOOD; BE GOOD FOR SOMETHING.

The college offers the Bachelor of Science degree with majors in Mass Communication and Recording Industry.

Mass Communication majors have an opportunity to specialize in one of six concentrations: Advertising-Public Relations, Media Design and Graphics, or Journalism in the School of Journalism; and Photography, Electronic Media Communication, or Digital Media Communication in the Department of Electronic Media Communication. Additional specialties are available in the various concentrations.

Majors in the Department of Recording Industry may choose a concentration in either Music Business or Production and Technology.

All curricular programs throughout the College of Mass Communication attempt to address a common, minimum set of core competencies. The current core competencies include:

1. literacy;
2. history, theory, and research appropriate to the area;
3. law, ethics, and policy appropriate to the area.

The College of Mass Communication does not participate in the plus/minus (+/-) grading system. Therefore, the only grades that will be issued for coursework in the college are A, B, C, D, and F. Mass Communication majors must earn a C or better in each course in the college in order to graduate.

Major in Mass Communication

Constructed around a core of basic courses, this professionally accredited program is designed to provide students with practical communication skills while acquainting them with the history, theory, ethics, social responsibility, and law of mass communication.

Students majoring in Mass Communication take up to 40 hours of coursework in the college, depending upon the major selected. A minimum of 80 hours **must** be taken outside the college with **at least** 65 hours in liberal arts and sciences (see below). Total university credit for individual problems, practicum, and internship courses cannot exceed six hours (three hours in the School of Journalism).

A student must also have either one or two 15-hour (or more) minors depending upon the sequence chosen. The minors must normally be taken in the liberal arts and sciences such as economics, English, geography, history, languages, literature, philosophy, political science, psychology, speech or theatre, sociology, or the natural sciences and mathematics. Students majoring in the School of Journalism or the Department of Electronic Media Communication may not minor in a second Mass Communication concentration nor may they minor in Recording Industry. Any recording industry courses taken by Mass Communication majors count as mass communication credit. For transfer students, only 12 credits are accepted in the major but they must be courses required for the degree in the various sequences. Additional mass communication transfer hours must be counted above the 120 hours needed for graduation; however, these additional transfer hours are calculated in the cumulative GPA.

Core Curriculum

The following courses are required for all Mass Communication concentrations and constitute the core curriculum. The core is designed to introduce students to a broad range of information and thought common to all areas of mass communication. The 9-hour core prepares students in any concentration with the basics of factual writing, editing, law, communication theory, communication history, and ethics, as specified in the different school/departments.

- 1) JOUR/EMC/RIM 1020 Understanding Mass Media, 3 hours
- 2) JOUR 2710 Media Writing, 3 hours, or equivalent writing competency
- 3) JOUR/EMC 4250 Media Law, 3 hours, or equivalent law competency OR
JOUR/EMC/RIM 3650 Free Expression, Mass Media, and the American Public, 3 hours

Candidacy Program

The College of Mass Communication includes a candidacy program for all majors in the college. This program is based on research indicating a relationship between completion of certain required classes with certain minimum grade point expectations and both performance and retention in the major. In addition, the requirements specified in the candidacy program are consistent with requirements of our national accrediting agency.

The candidacy program of the College of Mass Communication imposes requirements in several areas.

- A. Admission to most upper-division professional courses in the College of Mass Communication will be restricted to students admitted to candidacy.
- B. All majors in the College of Mass Communication should apply for admission to candidacy at the end of the semester in which they will have completed 45 semester hours of coursework.
- C. At a minimum, students in all concentrations in the college must have completed all of the following courses with a grade of C or better before applying for candidacy.
JOUR/EMC/RIM 1020
ENGL 1010 and 1020
At least one additional introductory course in the specific program area for which candidacy is being sought.
- D. At a minimum, students applying for candidacy in all concentrations in the college must have an overall GPA on all university-level coursework of at least 2.50. Individual programs in the college are free to set higher minimum GPA requirements.
- E. Specific candidacy requirements are listed by concentration in each department.

Liberal Arts and Sciences Requirements

All students in the School of Journalism and in the Department of Electronic Media Communication must complete 65 approved liberal arts and sciences hours to meet graduation requirements.

The following departments and programs are considered by the deans of the academic colleges at Middle Tennessee State University to comprise the liberal arts and sciences. All courses in these departments or programs meet approved liberal arts and sciences requirements.

African American Studies
Art
Biology
Chemistry
Computer Science
Economics and Finance
English
Foreign Languages and Literatures
Geosciences
History

Mathematical Sciences
Music
Philosophy
Physics and Astronomy
Political Science
Psychology
Sociology and Anthropology
Social Work
Speech and Theatre
Women's Studies

Minor in Mass Communication

A total of 18 hours of coursework is required for the minor in Mass Communication. Interested persons should contact the director of the School of Journalism or the chairs of Electronic Media Communication or Recording Industry departments for a minor advisor **before** beginning coursework. A grade point average of 2.00 is required in a Mass Communication minor.

University Media

Students majoring in Mass Communication are urged to become involved with the various campus media because they offer excellent opportunities for practical experience. These include student publications—*Sidelines*, the student newspaper; *Collage*, the student creative magazine—WMOT-FM, the campus NPR-affiliated radio station; Channel 10, the student-operated cable television channel; and WMTS, a student-operated, low-power radio station.

