

## DEPARTMENT OF MASS COMMUNICATIONS

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### Faculty

Dr. A. Chang, Assistant Professor  
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Dr. F. Lewis, Assistant Professor  
Dr. Y. Li, Assistant Professor

The Master's degree program in Mass Communications is offered for students who have a desire to develop those skills and attributes necessary for participation as media practitioners in the areas of News Editorial, Public Relations, Advertising, Broadcast Journalism or Production, and the concentration in Urban Communication. As the urban university of Mississippi, Jackson State University's Mass Communications program is uniquely positioned to provide graduate students working in the metropolitan area with late afternoon and evening courses tailored to meet professional requirements.

### Program Objectives

1. To aid students in developing a philosophical framework for understanding the communications process and its societal impact.
2. To guide students toward in-depth research and advanced investigative journalism techniques.
3. To assist students in enhancing writing and analytical skills.
4. To educate and train students for professions related to mass communications.
5. To provide hands-on experience in utilizing state-of-the-art technologies.
6. To utilize the critical thinking approach in problem solving, and in the dissemination of information on controversial issues.

### Admissions Requirements

Applicants for the Master of Science degree must present a satisfactory score on the Graduate Record Examination or present a minimum grade point average of 3.0. Conditional admission requirements to the Master's program involve a satisfactory GRE score or a grade point average of at least 2.5. A TOEFL score is required also for international students.

Upon admission the student should arrange for an interview with the chairperson of the Department of Mass Communications who will assign a permanent adviser.

### Prerequisites for Applicants

Prerequisites for applicants with a B.A. or B.S. degree in Mass Communications include taking an elementary statistics course unless the student has earned a grade "C" or above in a previous statistics course. If the student takes a graduate course in statistics, it will count in the 15 hours of electives. No credit will be given for undergraduate hours earned in Elementary Statistics.

### Degree Requirements

The Master of Science degree in Mass Communications requires a minimum of thirty (30) semester hours of acceptable graduate credit with at least twenty-one to twenty-four (21-24) hours earned from Jackson State University. A thesis or non-thesis option is elected by the student. A creative research project such as a documentary, a series of videotaped public affairs programs, or a series of investigative reports, etc. is required of all students who select the non-thesis option. A final examination is required on all graduate work, including the thesis/creative project as applicable. A committee will be convened once the thesis or the creative research project is selected and the Graduate Comprehensive Examination is passed. This committee will advise the student and assess the final product.

The thesis and non-thesis tracks in Mass Communications require the following core courses:

<b>Core Courses</b>	<b>Semester</b>
<b>Course Title</b>	<b>Hours</b>
MC 500 Seminar in Mass Communications	3
MC 501 Research Methods in Mass Communication	3
MC 502 Advanced News Reporting	3
MC 506 Seminar-Urban Affairs Reporting	3

### Thesis Option:

MC 599 Thesis Writing	3
or	

### Non-thesis Option:

MC 598 Independent Research Project	3
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### Electives:\*

Electives or Restricted electives	15-18
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<i>Total Hours</i>	30-33
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\*NOTE: The remaining 15-18 semester hours may be derived from the Mass Communications sequences in News Editorial, Public Relations, Advertising or Broadcast (Production or Journalism) or 9-12 semester hours may be selected from a Mass Communications sequence and 6 semester hours from graduate electives in related areas pending the adviser's approval.

If the Urban Communications Concentration is selected, 15 hours will be selected from the list of restricted electives.

If the non-thesis option is selected, the student must take 18 hours of electives.

### Concentration in Urban Communications

Select five (5) courses from the following group

ECO 544	Problems in State and Local Finance	3
ECO 556	Urban Economics	3
MC 527	Politics and the Press	3
PPAD 525	Urban Politics	3
PPAD 548	Public Administration	3
PPAD 551	Metropolitan Government and Politics	3
PS 522	Urban Management & Urban Services	3
BIO 501	Environmental Science	3
SOC 528	Urban Sociology	3
UA 545	Urban Planning	3

### DESCRIPTION OF COURSES

**MC 500 Seminar in Mass Communications.** (3 Hours) An intensive course in the origin, theories and influence of the mass media. Theoretical models and uses of mass communication in determining public policy, responses to pressure groups and media agenda setting will be examined and discussed.

**MC 501 Research Methods in Mass Communications** (3 Hours) Explores the quantitative and qualitative methodologies required to conduct research in news editorial, broadcast, public relations and advertising. Stresses content analysis, survey research, ratings research, and statistical analysis.

**MC 502 Advanced News Reporting.** (3 Hours) Prerequisite: MC 500 or consent of the instructor. Emphasis on investigative reporting, news analyses, environmental, scientific and business writing, etc.

**MC 503 Seminar in Mass Media Research.** (3 Hours) Prerequisite: MC 501 or equivalent. An advanced research course designed to apply the methodologies learned in MC 501.

**MC 504 Feature Writing.** (3 Hours) Prerequisite: MC 500 or consent of the instructor. Substantial research and analytical and critical examination of feature articles. The market for magazines and freelance features will be explored and selling strategies examined.

**MC 506 Seminar-Urban Affairs Reporting.** (3 Hours) Prerequisite: MC 502 or consent of the instructor. Involves the selection and writing of news stories, features, and investigative reports generated in an urban setting. Topics include city government, transportation, inner city re-development, waste management, urban blight, crime, the performance of urban infrastructures such as the fire and police departments, etc.

**MC 508 Broadcast Journalism.** (3 Hours) Prerequisite: MC 500 or consent of the instructor. Examines newscasting, commentary, documentaries and elements of standup journalism for broadcast media.

**MC 509 Electronic Newsgathering.** Prerequisite: MC 500 or consent of the instructor. Examines the elements of gathering the news for broadcasts, including field work utilizing camera and editing equipment.

**MC 510 Computer Analysis of Communication Research Data.** (3 Hours) Prerequisite: MC 501 or consent of the instructor. An introduction to computer programming and data analysis used in communications research.

**MC 511 Scriptwriting.** (3 Hours) Prerequisite: MC 500 or consent of the instructor. A detailed study and application of the various styles of writing for television and film.

**MC 520 Minorities and Women In Mass Media.** (3 Hours) Prerequisite: MC 500 or consent of the instructor. Profiles the careers of key individuals in the media. Examines legislation that aids or impacts negatively on the careers of women and minorities.

**MC 522 Television Production.** (3 Hours) Prerequisite: MC 500 or consent of the instructor. Examines the practical aspects of television production, planning, operation of camera, lights, audio components and direction.

**MC 523 Advertising Media and Selection.** (3 Hours) Prerequisite: MC 500 or consent of the instructor. Concepts in marketing strategies and objectives with emphasis on selection of the appropriate media for use in initiating an ad campaign, use of market surveys and application of skills in the simulation of a model ad campaign.

**MC 525 Advertising & Marketing/ Management and Sales.** (3 Hours) Prerequisite: MC 500 or consent of the instructor. Basic techniques and skills involved in the management and planning of sales and the evaluation of transactions. Strategic selling of print, broadcast, cable, and Internet Media. Structuring of sales' packages to maximize revenue of the media organization and the advertising agency.

**MC 526 Television Documentary.** (3 Hours) Prerequisite: MC 500 or consent of the instructor. Writing and video taping with emphasis on form, function, and method.

**MC 527 Politics and the Press.** (3 Hours) Prerequisite: MC 501 or the consent of the instructor. Examines the print and broadcast coverage of political candidates and elected officials. Examines campaign rhetoric and television campaign ads from an ethical position. Describes the role and ethical dilemmas of press secretaries and public relations practitioners who are intimately involved in the political process. Involves extensive public opinion polling.

**MC 529 Legal and Ethical Aspects of Mass Communication.** (3 Hours) Prerequisite: MC 500. Studies the laws governing communications, focusing on the regulatory powers of agencies such as the FCC and FTC, the legal codes dealing with slander, libel and rights to privacy. Also examines the gray areas where both ethical and legal concerns may interface. Heavy emphasis is placed on "mapping" ethical decisions through the use of the Potter's Box.

**MC 530 Media Management.** (3 Hours) Prerequisite: MC 500 or consent of the instructor. Basic formats for operating a broadcast or print facility; management, programming, production, advertising sales, traffic and technical services.

**MC 532 International Journalism.** (3 Hours) Prerequisite: MC 500 or consent of the instructor. A comparative study of journalism in the world. Focuses on government restraints on the press and broadcast establishments in various nations; the varied perspectives offered on world events and the unique "gatekeeping" policies in various countries.

**MC 546 Studies In Film Criticism.** (3 Hours) Prerequisite: MC 500. Introduces a selected body of American and continental approaches to film aesthetics. Assesses trends in recent filmmaking.

**MC 547 Film as Social and Intellectual History.** (3 Hours) Prerequisite: MC 500 or consent of the instructor. Studies of Hollywood and underground/avant-garde attitudes toward themes and myths in the American experience such as capitalism, social reform, sexuality, male/female roles, etc.

**MC 550 Seminar: Communications Media and Issues In Society.** (3 Hours) Prerequisite: MC 501. Analysis of the contemporary posture of the media, nationally and internationally, as they have depicted events and influenced popular thought.

**MC 553 Workshop in Journalism.** (3 Hours) This course is designed for high school teachers. Publication of a newspaper; examination of the prospects of the newspaper in the next decades and the challenge of teaching in a rapidly changing technological and increasingly electronic environment are dealt with. The use of desktop publishing software will be utilized.

**MC 570 Writing for Public Relations.** (3 Hours) Prerequisite: MC 502 or consent of the instructor. Writing course designed to develop professional skills in preparing public relations material such as annual reports, press releases for print and broadcast media, public service announcements, newsletters and financial reports.

**MC 571 Public Relations Practices.** (3 Hours) Prerequisite: MC 502 or consent of the instructor. Analysis and evaluation of internal and external public relations practices; management of public and employee information programs; and contemporary trends.

**MC 572 Corporate Communications.** (3 Hours) Prerequisite: MC 502 or consent of the instructor. An

analysis of the scope and function of institutional publications. Emphasis on interpersonal communication in the corporate setting; both verbal and non-verbal communication will be examined.

**MC 573 Advertising Campaigns.** (3 Hours) Prerequisite: MC 502 or consent of the instructor. Developing the advertising campaign from concept through development, execution and final evaluation.

**MC 598 Independent Research Project.** (3 Hours) Prerequisites: Twenty-four semester hours of graduate course credit. Research project in one or more of the media, directed by a major professor. (Non-thesis track)

**MC 599 Thesis Writing.** (3 Hours) Prerequisites: Twenty-four semester hours of graduate course credit. Thesis under the direction of a major professor.