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# MASS COMMUNICATION

## 2009 – 2010 Handbook

B.A. DEGREE WITH A MAJOR IN MASS COMMUNICATION (MSCM)  
A FOUR-YEAR PROGRAM OF STUDY  
AT GEORGIA COLLEGE & STATE UNIVERSITY

### ABOUT OUR PROGRAMS

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#### Advertising

The Advertising Concentration prepares students for a career in the planning, creative, or account aspects of the advertising industry. Students are prepared to hold positions in advertising agencies, in the advertising departments of the mass media, or in business organizations performing advertising functions. Courses required for this concentration include Principles of Advertising, Advertising Copywriting, Advertising Management and Advertising Campaigns.

#### Print

The Print Concentration prepares students for a career in all aspects of written media communication. Students are prepared to work as reporters, editors, or designers for a newspaper, newsletter, magazine, or Web site. Some pursue a minor in photography to complement their skills. Courses required for the concentration are Newspaper Design, News Editing, Feature Writing, and Government and Public Affairs Reporting.

#### Public Relations

The Public Relations Concentration prepares students for a career in the broad field of public relations. Students acquire skills as writers, special events planners, media relations specialists, and public relations strategists through their coursework. Students leave the program with a broad portfolio of work that showcases published public relations writing of all kinds. Courses include Principles of Public Relations, Public Relations Writing, Public Relations Administration, and Public Relations Campaigns.

#### Telecommunications

The Telecommunications Concentration prepares students for a career in many aspects of the broadcast world. Students are prepared to work either in front of a camera or microphone or behind one in the production process. They will be prepared for broadcast positions in news organizations, ad agencies, cable companies, satellite companies, production companies and other radio/television companies producing creative programming. Courses required for this concentration include Broadcast Journalism, Writing for the Electronic Media, Broadcast Production I and II.

#### Double Concentrations

Many students are opting to combine their interests in two areas of communication by choosing to concentrate their study in two areas. It is possible to combine any two MSCM sequences within a four-year program. Only one internship is required for a double concentration.

Applications for second concentrations are due on the same deadlines as MSCM applications for admission to the program.

#### Program Requirements

The program requirements can be found at  
<http://www.gcsu.edu/masscomm/>

## **A**DMISSION TO THE MAJOR

All students (current students, entering freshmen and transfer students) who wish to major in MSCM will be classified as pre MSCM majors. Students will be classified as MSCM majors after applying for acceptance into the major and receiving official acceptance by the committee.

## **A**dmissions Requirements

- 2.5 overall GPA
- Completion of at least 36 hours
- Passing scores on Regents Exam (both sections)
- Completion with a C or better in all of the following
  - Mass Communication in Society (MSCM 2200)
  - Writing for Mass Media (MSCM 2204)
  - English 1101
  - English 1102

Meeting minimum requirements assures consideration but is not a guarantee of admission. Applicants presenting the highest qualifications will be accepted Fall and Spring semesters of each academic year.

Students wishing to be considered for application must complete the application and submit it to the MSCM Office (Terrell 211) no later than 4 p.m. on Friday of the second full week of the semester. Applications can be found in the MSCM Office in the Mass Communication Handbook. A committee of the MSCM faculty will determine acceptance into the major.

## **A**dmit dates

Application deadline: 4 p.m., Friday of the second full week of the semester.

Committee decision: Friday of the fourth full week of the semester

Students will be notified in writing of the committee's decision.

## **O**ther Information

Any student who receives more than one grade of D or F in any MSCM course(s) will be ineligible to continue in the major, subject to appeal to the program faculty and the program coordinator.

Students who are found guilty of misconduct at any university level, including but not limited to cheating or plagiarism, will not be allowed to remain in the major.

No more than three journalism and/or mass communication courses totaling 9 hours completed prior to admission to the program may be applied toward requirements for the BA in Mass Communication. This includes courses taken at GCSU as well as any taken at other institutions.

All courses over three will be placed in excess credit.

## **E**XTRACURRICULAR ACTIVITIES IN MASS COMMUNICATION

### **The Colonnade** phone 4511

Founded in 1923, The Colonnade is GCSU's award-winning student newspaper. Offering positions in reporting, editing, photography, design, public relations and advertising sales. The Colonnade is a training ground for the future journalists of America. Students who work on The Colonnade have gone on to professional careers in journalism, public relations, advertising and broadcasting. The Colonnade offers paid staff positions, and the editor is elected annually. The staff is active in the Georgia College Press Association, the Southeast Journalism Conference, and it annually attends the Associated College Press conventions.

Advisor:  
Macon McGinley  
macon.mcginley@gcsu.edu

### **WGUR 88.9 FM** phone 1694

WGUR 88.9 FM offers professional radio opportunities for all GCSU students. The station encourages students to develop broadcasting skills in a variety of station areas such as: announcing, news and sportscasting, promotion, public relations, advertising, production and station management.

The WGUR staff regularly participates in campus activities and events, frequently with live radio remote broadcasts.

Advisor:  
Angela Criscoe  
angela.criscoe@gcsu.edu

### **MBC-4 NEWS**

Our student-run television newscast. Students cover a beat, produce, direct and learn all aspects of a real newscast. With faculty supervision, students learn how newscasts function by actually doing one. Students are allowed to take this course up to three times for credit.

Advisor:  
Stephen Price  
stephen.price@gcsu.edu

# PRACTICUMS

## Overview

The practicum allows MSCM majors practical experience in a mass comm field on campus in a supervised, educational setting. Students complete practicums on campus before going off campus to complete an internship.

Students register for MSCM 2930. At the beginning of the semester, the student meets the class, reviews the practicum opportunities and interviews with on-site supervisors. If the student meets the requirements and is accepted by the on-site supervisor, the student and the supervisor sign the practicum contract. The student returns the completed contract to the appropriate faculty member for signatures and files the contract with the MSCM office, 211 Terrell Hall.

Each MSCM major must complete three practicums, at least one of which must be with student media (The Colonnade, WGUR or the TV studio).

## Guidelines

1. The student will receive one hour of credit for each practicum completed.
2. Student may only register and complete one practicum per semester.
3. Student must be a MSCM major.
4. No more than three hours of practicum credit will be applied toward the student's major requirements.
5. Student must work a minimum of 45 hours.
6. At the completion of the practicum (no later than the first day of final exams), the student will provide a written report to the practicum class professor. This package must include:
  - a written paper (minimum of 2-3 typed pages) documenting the amount of time the student spent on the practicum.
  - a summary of the student's practicum activities and the student's opinion of the practicum assignment.
  - examples of work done during the practicum.
7. Student will be evaluated based on the written report, meetings, evaluations over the course of the semester, and the supervisor's evaluation.

## Registering for a Practicum: 6 Easy Steps

1. Register for a practicum (MSCM 2930) during the appropriate registration period.
2. Attend the first day of the practicum class.
3. Select a practicum site from the practicum book located in the MSCM Office. Make two copies of the contract.
4. Set up an interview with the on-site supervisor of the desired practicum to determine if the practicum is appropriate for your curriculum and career goals.
5. Have one copy of the practicum contract signed by the on-site supervisor and your MSCM professor. Keep one copy for your records.
6. Turn in a signed contract and resume to your MSCM professor before the end of the drop/add period.



# I NTERNSHIPS

## Overview

The internship allows MSCM majors practical experience in a mass communication field off campus in a supervised and educational setting.

## Guidelines

1. The student will receive one hour of credit for the completed internship provided he/she has a GPA of 2.5 or above.
2. If the student's GPA is below the minimum required (2.5) for participation in the Internship Program, the student will not receive credit for the internship. Instead the student will be required to complete the internship without credit and take an additional hour of practicum credit.
3. Student must be at least a junior, preferably a senior, in order to receive internship credit.

4. Student must have completed three of the four MSCM courses in the concentration.
5. Student must work a minimum of 300 hours for the semester.
6. At the completion of the internship (no later than the first day of final exams), the student will provide a written report to the mass communication coordinator. This paper:
  - must be a minimum of 3-5 typed pages
  - must document the amount of time the student spent on the internship
  - should also summarize the student's internship activities and the student's opinion of the internship assignment. The student should also include examples of the work done on the internship location.
7. Student will be evaluated based on the written report, evaluations over the course of the semester, and the supervisor's evaluation.
8. Student may not take any other classes during the semester that he/she is completing the internship.

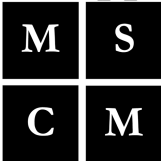
## Finding an internship:

1. Look in the internship book located in the MSCM Office (Terrell 211).
2. Monitor postings on the bulletin board located in the MSCM hallway.
3. Visit the Career Center (Lanier 232) for a list of possibilities.

## Registering for an Internship: 6 Easy Steps

1. Identify an internship location and get approval from that location to complete an internship.
2. Have location approved by the MSCM internship coordinator (Dr. Land).
3. Go to the Career Center to pick up an internship folder. (Included is an "Internship Procedure Checklist." Pay close attention to this.)
4. Complete forms and return to Career Center to receive a gold form.
5. Complete gold form; turn in to coordinator; complete letter from coordinator.
6. Register online for MSCM 4960 and pay for class. (if you have a 2.5 GPA).

# Application for Admission to the Mass Communication Program



1. Complete the application.
2. Attach a copy of your most recent tranguide.
3. Attach a professional resume.
4. Return all materials to the MSCM office, 211 Terrell Hall *no later than 4 p.m. on the deadline date.*

**FALL 2009 deadline: August 28**

**SPRING 2010 deadline: January 22**

Please print.

Date \_\_\_\_\_

Name \_\_\_\_\_

GCID # \_\_\_\_\_

Current Address \_\_\_\_\_

Mailing Address \_\_\_\_\_

Phone Number(s) \_\_\_\_\_

Emails \_\_\_\_\_

**Concentration**

*Put a "1" in the box that corresponds to your first choice and a "2" in the box for your second choice.*

**If you will NOT be happy in your second choice concentration, then we recommend you only put your first choice.**

**You may only change or add concentrations by reapplying.**

- Advertising
- Print
- Public Relations
- Telecommunications

*I am applying for a second concentration in:*

- Advertising
- Print
- Public Relations
- Telecommunications

**I have:**

- attached a current copy of my résumé
- attached a current copy of my tranguide
- completed ENGL 1101 and ENGL 1102 with a C or better
- completed MSCM 2200 and MSCM 2204 with a C or better
- passed the regents exams
- completed a minimum of 36 credit hours
- completed no more than 9 MSCM credit hours
- a GPA of a least 2.5

Signature \_\_\_\_\_

MSCM Advisor's Signature \_\_\_\_\_

Date \_\_\_\_\_

Date \_\_\_\_\_

**For Department Use Only**

Hours completed \_\_\_\_\_  
 Overall GPA \_\_\_\_\_  
 Resume attached \_\_\_\_\_  
 Tranguide attached \_\_\_\_\_

**Grades in**

MSCM 2200 \_\_\_\_\_  
 MSCM 2204 \_\_\_\_\_  
 ENGL 1101 \_\_\_\_\_  
 ENGL 1102 \_\_\_\_\_  
 # of MSCM hours \_\_\_\_\_

**Regents Exam**

Reading \_\_\_\_\_  
 Writing \_\_\_\_\_

Date \_\_\_\_\_

Reviewed by \_\_\_\_\_  
 Application approved? \_\_\_\_\_  
 Notification sent \_\_\_\_\_  
 Advisor \_\_\_\_\_