

MASS COMMUNICATION

2011 – 2012 Handbook

B.A. DEGREE WITH A MAJOR IN MASS COMMUNICATION (MSCM)
AT GEORGIA COLLEGE & STATE UNIVERSITY

A BOUT OUR CONCENTRATIONS

Dr. Mary Jean Land

Department Chair
212 Terrell Hall
(478) 445-8261
Advertising



Angela Criscoe

203 Terrell Hall
(478) 445-8255
*Broadcast & Electronic
Media*



Dr. Kristin English

204 Terrell Hall
(478) 445-8256
Public Relations



Macon McGinley

210 Terrell Hall
(478) 445-8259
Print Journalism



Pate McMichael

223 Terrell Hall
(478) 445-8267
Print Journalism



Dr. Ginger Miller

208 Terrell Hall
(478) 445-8257
Public Relations



Dr. Stephen Price

209 Terrell Hall
(478) 445-8258
*Broadcast & Electronic
Media*



Amanda Respass

224 Terrell Hall
(478) 445-5991
Advertising



Tommie Benton

Secretary
211 Terrell Hall
(478) 445-8260



Hope Buchanan

Advisor
201 Terrell Hall
(478) 445-8254

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.

Broadcast and Electronic Media

The Broadcast and Electronic Media 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 Principles of Broadcast and Electronic Media, Audio Theory and Practice, Video Theory and Practice, and Advanced Media Production.

Print Journalism

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 Layout & Design, Publication 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.

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.

Application for second concentrations are due on the same deadlines as MSCM applications for admission to the major.

Major Requirements

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

ADMISSION 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 faculty.

ADMISSION REQUIREMENTS

- 2.5 overall GPA
- Completion of at least 36 hours
- Completion with a C or better in all of the following:
 - Mass Media and 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 Department of Mass Communication Office (Terrell 211) no later than 12 Noon on the last day of final exams of each semester. Applications can be found in the MSCM Office in the Mass Communication Handbook.

ADMIT DATES

Application deadline: no later than 12 Noon on the last day of final exams of Fall and Spring semesters.

Students will be notified in writing of the faculty's decision within one month after application deadline.

OTHER 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 department faculty and the department chair.

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

No more than three journalism and/or mass communication courses totaling 9 hours completed prior to admission to the major 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.

EXTRACURRICULAR 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

■
GCTV 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 to your MSCM Professor before the end of the drop/add period.



INTERNSHIPS

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 three hours 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 3 additional hours of MSCM electives.
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.

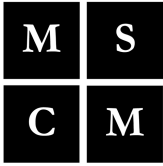
Finding an internship:

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 (Ms. Criscoe).
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 gold form; turn in to Coordinator.
5. Register online for MSCM 4960 and pay for class (if you have a 2.5 GPA).

Application for Admission to the Department of Mass Communication



1. Complete the application.
2. Attach a copy of your most recent tranguide.
3. Attach a current resume. (Resume is for informational purposes only.)
4. Return all materials to the MSCM office, 211 Terrell Hall *no later than 12 noon on the deadline date.*

Application deadline for SPRING 2012: Dec 9, 2011

Application deadline for FALL 2012: May 4, 2012

Please print all information.

Date _____

Name _____

GCID # _____

Address you would like notification letter to be mailed to: _____

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 Journalism
- Public Relations
- Broadcast & Electronic Media

I am applying for a second concentration in:

- Advertising
- Print Journalism
- Public Relations
- Broadcast & Electronic Media

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
- completed a minimum of 36 credit hours
- completed no more than 9 MSCM credit hours
- a GPA of at least 2.5

Signature

MSCM Advisor's Signature

Date

Date

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.

For Department Use Only

Grades in

Date _____

Hours completed _____

MSCM 2200 _____

Reviewed by _____

Overall GPA _____

MSCM 2204 _____

Application approved? _____

Resume attached _____

ENGL 1101 _____

Notification sent _____

Tranguide attached _____

ENGL 1102 _____

Advisor _____

of MSCM hours _____