

# Department of Communication

The Mass Communication major provides a diverse and versatile curriculum for a modern media landscape. Our major gives students an opportunity to learn and apply the key concepts and skills they need to enter positions in a variety of media-related fields including public relations, journalism, broadcast, film, television and digital media production, and advertising.



Students will choose skills classes based on their designated concentration.

## Multimedia Journalism

The Journalism concentration focuses on careers that are rapidly converging and evolving in the world of multi-platform journalism. Courses in this pool include Journalistic Writing and reporting, Investigative Journalism, and Newscast Production.



## Film, Television, & Audio Production

The Film, Television, & Audio Production concentration prepares students for a career in the film, television, audio and video production industry. Classes for this path include Writing for Digital Media, Film & TV Production, and Audio Production.

## Strategic Communication (Public Relations & Advertising)

The Strategic Communication concentration is targeted at preparing students for jobs in the world of advertising and public relations. Classes in this category include Principles of PR & Advertising, Advertising Planning and Buying, and PR Planning.



## Area F. Required Courses (18 Hours)

- MSCM Required Courses (6 Hours)
  - MSCM 2201 Media Literacy (3)
  - MSCM 2205 Professional Media Writing (3)
- MATH 1401 Elementary Statistics - *(Must be taken in Area F if not satisfied in Area D)*
- Any 1000 - 2000 level ARTS, ECON, ENGL, GEOG, HIST, IDST, MUSC, POLS, PSYC, RHET, SOC or THEA. (3 - 9 hours)
- Foreign Language (0 - 6 Hours) - Choose From FRENCH, GERMAN, ITALIAN or SPANISH  
*(Students must show competence in a foreign language at the fourth university level)*  
*(Any transfer student who has not completed the courses in Area F, or their equivalents, must take these courses at GC)*

## Major Requirements (6 Hours)

- MSCM 3306 Mass Communication Theory and Research (3) (C or better)  
 MSCM Required Writing course based on chosen concentration: MSCM 3318(3), MSCM 3352(3), or MSCM 3365(3).  
 Your required writing course can be taken concurrently with MSCM 3306

## Other Major Courses (4 Hours)

- MSCM 3300 Mass Media Law and Ethics (3)  
 MSCM 4402 Senior Career Development (1)

## Required Skills Courses listed by MSCM concentration

### Strategic Communication (9 hours)

- (MSCM 3352, required writing course)  
 MSCM 3351 Principles of PR & Advertising (3)  
 Or  
 MSCM 3343 Media Design (3)  
 MSCM 3353 Public Relations Planning (3) PR Req.  
 MSCM 3361 Campaign Principles (3) PR Req.  
 MSCM 3363 Current Issues in Advertising (3) Advertising Req.  
 MSCM 3364 Advertising Planning and Buying (3) Advertising Req.

### Multimedia Journalism (9 hours)

- (MSCM 3365, required writing course)  
 MSCM 3323 Publication Editing (3)  
 MSCM 3343 Media Design (3)  
 Or  
 MSCM 3368 Multimedia Broadcast Journalism (3)  
 MSCM 3366 Adv. Writing and Reporting (3)

### Film, Television, and Audio Production (9 hours)

- (MSCM 3318, required writing course)  
 MSCM 3345 Film & Television Production (3)  
 MSCM 3311 Audio Production (3) (Spring)  
 MSCM 3313 Intro to Podcasting (3) (Fall)  
 Or  
 MSCM 3347 Multi-Camera Studio Production (3)  
 MSCM 3346 Advanced Film & Television Production (3)

## Practicums (2 Hours)

Students must complete a total of two practicums:  
 MSCM 2930 (1) - With a student media group (WGUR, The Colonnade, GC360, BMN, BMP)  
 MSCM 2930 (1) - With an on-campus organization or local nonprofit

## Cognate Courses (6 Hours)

- CBIS 3217 Desktop Publishing (3)  
 CBIS 3218 Web Design Tools (3)  
 Or any 3000 - 4000 level ARTS, ENGL, RHET, MGMT or MKTG courses.

## Electives (6 Hours) Choose two (2) for your concentration

Multimedia Journ.\Strat Comm.\Film, TV, Audio Production.

- MSCM 3301 History of American Journalism  
 MSCM 3320 Media Management  
 MSCM 3323 Publication Editing  
 MSCM 3326 Feature Writing  
 MSCM 3335 History of Documentary  
 MSCM 3341 Media Interviewing & Listening  
 MSCM 3343 Media Design  
 MSCM 3345 Film & Television Production  
 MSCM 3350 Radio Operations  
 MSCM 3356 University Media Service  
 MSCM 3357 Preproduction  
 MSCM 3360 Branding in Digital Media  
 MSCM 3361 Campaign Principles  
 MSCM 3362 Crisis Communication  
 MSCM 3367 Non-Fiction Storytelling  
 MSCM 3371 History of Broadcasting & Digital Media  
 MSCM 3372 Critical Analysis of the Media  
 MSCM 3373 Propaganda  
 MSCM 3374 The FCC/Broadcast & Digital Media Reg.  
 MSCM 3375 Documentary Filmmaking  
 MSCM 3376 Advocacy Journalism  
 MSCM 3378 Pitching for Multiple Screens  
 MSCM 3379 Media Around the World  
 MSCM 4950 Special Topics

## Capstone (3 Hours)

- MSCM 4501 Strategic Campaigns Capstone (3)  
 MSCM 4502 Film & TV Prod. Capstone (3)  
 MSCM 4503 Enterprise Journalism Capstone (3)

## Internship (3 Hours)

Students must register and complete their internship upon completion of four SKILLS Courses and two practicums.  
 MSCM 4960 Internship (3)

# Extracurricular Activities

## Student Media

### GC360 News

GC360 is the student-run weekly television newscast and the only local news show in Milledgeville. Students and volunteers learn to produce, write, film and edit a 30-minute television news show under the guide of our faculty. Positions are available in all areas of production including advertising, public relations, reporting, anchors, writers and producers.

Advisor: Dr. James Schiffman  
james.schiffman@gcsu.edu

### The Colonnade

Founded in 1923, The Colonnade is Georgia College's award-winning student newspaper. They offer positions to both students and volunteers in reporting, photography, print and photo editing, design, public relations and advertising.

Advisor: Prof. Bill Burke  
william.burke1@gcsu.edu

### WGUR 95.3 FM

WGUR offers both students and volunteers the opportunity to work in the world of live radio broadcasting. The station encourages students to develop skills in all aspects of broadcasting including live DJ shows, news, production, live events, advertising, public relations and station management.

Advisor: Mrs. Evelina Galova  
evelina.galova-issofov@gcsu.edu

### Bobcat Multimedia Network

BMN is a student organization featuring news stories and showcases the works of the other media organizations online at [www.bobcatmultimedia.com](http://www.bobcatmultimedia.com)

Advisor: Prof. Bill Burke  
william.burke1@gcsu.edu

## Professional Organizations

### PRSSA

PRSSA is Georgia College's chapter of the Public Relations Student Society of America. PRSSA offers opportunities to network, travel, compete for scholarships and explore leadership opportunities in the world of public relations.

Advisor: Dr. Mikkel Christensen  
mikkel.christensen@gcsu.edu

### Lambda Pi Eta

Lambda Pi Eta is an honors society sponsored by the National Communication Association. Students who maintain an average GPA of 3.5 or higher with over 60 hours of coursework are invited to become members.

Advisor: Dr. Jamie Downing  
jamie.downing@gcsu.edu

### Bobcat Media Productions

Bobcat Media Productions is Georgia College's award-winning, student-led film and digital media production organization. They provide experience for all students interested in the film, television, and audio industry. It is to include writing, directing, cinematography, editing, and other below-the-line positions required on set. Projects include short films, commercials, music videos, and audio dramas.

Advisor: Prof. Michael Crews  
michael.crews@gcsu.edu

## MSCM Faculty and Staff

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# Bachelor of Arts Mass Communication

