MMC: Mass Media Communication Courses

Courses

MMC 2000  Principles of Mass Communication
3 sh (may not be repeated for credit)

MMC 3261  Computer Mediated Communication
3 sh (may not be repeated for credit)
Examination of theoretical and practical issues emerging from the use of the Internet as a communication medium. Focus is on the legal, social, and ethical problems arising from the use of computers in communication. Students also acquire skills in creating content for the Web, and in critical analysis of Web sites. Applications of the Web for advertising, public relations and journalism are discussed. Basic familiarity with computer use and operating systems is required. Credit may not be received in MMC 3261 and MMC 3261C.

MMC 3601  Minorities and the Mass Media
3 sh (may not be repeated for credit)
Concerns of mass media as they pertain to minority issues; review of mass media portrayals of minorities; problems of minority access to mass media; prospects for mass media and cultural diversity in the 21st Century. Meets Multicultural Requirement.

MMC 3905  Directed Study
1-12 sh (may be repeated indefinitely for credit)

MMC 4201  The Constitution and the Press
3 sh (may not be repeated for credit)
Concerns of the press as they pertain to prior restraint, libel, privacy, testimonial privilege, access to information, obscenity and ensuring a fair trial. Extensive review of court decisions.

MMC 4203  Media Ethics
3 sh (may not be repeated for credit)
Introduces students to classical ethical philosophies; presents various ethical decision-making strategies; application of ethical models to information-gathering and dissemination dilemmas; helps students form an ethical framework for future positions of responsibility in mass media industries; introduces students to the case method of instruction.

MMC 4252  Media Sales
3 sh (may not be repeated for credit)
The convergence of new and old technologies will redefine past concepts of the media. In this new, digital, interactive, high-cost, highly fragmented, and highly competitive media world, generating revenue is a top priority for survival. Sales people and sales managers have become more important to the media industry. Introduces students to the principles of media selling and sales management and prepares them for media selling and sales management jobs at a time when media companies are cutting back in almost every area except sales, where jobs are actually increasing.

MMC 4300  Global Communication
3 sh (may not be repeated for credit)
Study of comparative mass media systems (telecommunication, film and print media) and related problems and issues of culture, national development, foreign policy, national sovereignty, regulation and policy, information flow, propaganda, human rights and global trends in telecommunication. Offered concurrently with MMC 5306; graduate students will be assigned additional work. Senior standing is required. Meets Multicultural Requirement.

MMC 4905  Directed Study
1-12 sh (may be repeated indefinitely for credit)

MMC 6905  Directed Study
1-12 sh (may be repeated indefinitely for credit)