## MASS COMMUNICATION

**MACO 2000 - Basic sews Writing/Reporting .....3.00 Credits**

A lecture and laboratory course which places emphasis on writing various types of news stories for print and broadcast media. *Prerequisites: ENGL 1101, ENGL 1102.*

**MACO 2001 - Survey of Media and Society ........3.00 Credits** A comprehensive examination of the historic foundations and current status of the mass media. Emphasis will be placed on social and economic controls as well as the impact and influence of the mass media in society.

*Prerequisites: ENGL 1101, ENGL 1102.*

**MACO 2202 - Advanced News Writing/**

**Reporting…………………………………………..3.00** Credits A lecture and laboratory course which places emphasis on writing various types of news stories. The course is designed for students concentrating in journalism or public relations. Students will be required to publish articles in an approved periodical.

*Prerequisite: MACO 2000*

**MACO 2203 - Writing for Radio/TV/Film...........3.00 Credits**

A lecture and laboratory course which examines radio, television, and their effects on the writer. Students examine format requirements for various kinds of scripts and demonstrate their understanding by writing for commercials, features, talk shows, documentaries, and other forms.

*Prerequisite: MACO 2000.*

**MACO 3205 - African American Images/Media .3.00 Credits** This course explores the characterization and interpretations of the image of African Americans in film and television and attempts to qualify their valor as a catalyst for social, political and cultural change. The course also assesses the dynamics of basic thought propagated through negative imagery in films and other media.

*Prerequisite: MACO 2203*

**MACO 3206 - History and Criticism of Film...3.00 Credits**  Historical and aesthetic contributions of famous films, film makers and film critics are examined. Particular subjects include the psychological affects of editing techniques and Russian and French cinema. There is special emphasis on African American and Third World films.

*Prerequisites: MACO 2203 - Writing for Radio-Television/Film. 3 semester hours.*

**MACO 3207 - PR Principles, Practices and**

**Theory ....................................................................3.00 Credits** An introductory concept course that surveys the principles, theories, strategies, techniques and practices of the public relations profession.

*Prerequisites: MACO 2000 and MACO 2001*

**MACO 3208 - Intro to Radio/TV/Film .................3.00 Credits** Course familiarizes students with organizations, equipment and terminology typically utilized in radio, television, and film. Operational procedures, FCC regulations, and styles of writing will be introduced.

*Prerequisite: MACO 2203.*

**MACO 3210 - Public Opinions and**

**Propaganda ..............................................................3.00 Credits**

An introduction to the nature of public opinion and propaganda from a historical perspective spanning various cultures and societies. Emphasis on the use and abuse of persuasive communication techniques and the various interrelationships determining the role of mass media in human affairs.

*Prerequisite: MACO 2202 or MACO 2203.*

**MACO 3218 - PR Media Devel and Copy Edit ....3.00 Credits** Covers public relations techniques for dissemination of messages to multiple groups across internal and external organizations and the principles of electronic and audiovisual media. Focus on practical skills for editing copy and implementing media strategies. *Prerequisite: MACO 3207.*

**MACO 3228 - Media Advertisements**

**and Sales ...................................................................3.00 Credits** Introductory survey of basic processes, strategies, and techniques for producing, selling and evaluating advertising. Emphasis on consumer and marketing research, media advertising campaigns, marketing plans, media ratings, audience analysis and media buying plans.

*Prerequisite: MACO 2202 or MACO 2001 or MACO 2203.*

**MACO 3301 - News Editing I................................3.00 Credits**

A practical course that uses simulated news copy and wire service stories to give students training in the theory and practice of copy editing, headline writing, page design and picture sizing and cropping.

*Prerequisite: Credit: 3 semester hours. Prerequisite: MACO 2000.*

**MACO 3302 - News Editing II ..............................3.00 Credits**

An advanced practical course that uses simulated news copy and wire service stories to give students training in the theory and practice of copy editing, headline writing, page design and picture sizing and cropping.

*Prerequisite: News Editing I. Credit: 3 semester hours. Prerequisite: MACO 3301.*

**MACO 3303 - Photojournalism ............................3.00 Credits** This course emphasizes the communicative effects of pictures and the proper selection and display of photographs. Students must sup- ply their own 35mm cameras. Prerequisites: Basic News Writing/Reporting; Survey of Media and Society. Credit: 3 semester hours.

*Prerequisite: MACO 2000 and MACO 2001.*

**MACO 3206 - History and Criticism of Film ......3.00 Credits** Historical and aesthetic contributions of famous films, film makers and film critics are examined. Particular subjects include the spy

**MACO 3310 - Mass Communication**

**Research Methods ...................................................3.00 Credits**

An introduction to qualitative and qualitative research methods and procedures used to study issues and problems in mass communication. This course covers sampling, research design, observation and measurement, statistics, data analysis, documentation/reporting formats, and execution strategies/tools.

*Prerequisites: MACO 2000, MACO 2001 and MACO 2000; Per- mission of instructor.*

**MACO 3320 - History of Journalism....................3.00 Credits** A concentrated lecture-discussion course in a historical context. The growth of American journalism is traced, including the contributions of African Americans, Hispanics, Native Americans, and Asians. Students identify major personalities and examine socioeconomic factors affecting journalism in the United States. Prerequisites: Sur- vey of Media and Society; Advanced News Writing/Reporting or Writing For Radio-Television-Film. Credit: 3 semester hours.

*Prerequisite: MACO 2201, MACO 2202 or MACO 2203*

**MACO 3327 - History/Dev of Radio & TV ..........3.00 Credits** Follows the growth and development of radio and television from the earliest technology to the present day. Focus on the social impact of the interplay of programming, social trends, and technology. *Prerequisite: MACO 2203.*

**MACO 3330 - Editorial and Critical Writing ......3.00 Credits**

A lecture-discussion and writing course which concentrates on the writing of editorials, book and film review, and columns. The critical and analytical approaches of selected major national and international newspapers are examined.

*Prerequisites: Survey of Media and Society; Advanced News Writing/Reporting or Writing for Radio-Television-Film, MACO 2001.*

**MACO 3331 - International Journalism ..............3.00 Credits** This course studies the foreign media and provides instruction in the techniques and skills needed to write for foreign or international organizations.

*Prerequisite: MACO 2001, MACO 2202 or MACO 2203.*

**MACO 3334 - Broadcast Journal/Editing............3.00 Credits**

This lecture-laboratory course is oriented to radio and television broadcasting. Emphasis is placed on gathering, analyzing, writing, editing and presenting news. Studio and on-location tapings are required.

*Prerequisite: Introduction to Radio-Television-Film.*

**MACO 3340 - Interpretative Reporting ...............3.00 Credits**

An advanced writing course which focuses on developing the student's analytical and news writing skills for coverage of such governmental bodies as the schools, courts and city, county, and state agencies. Students will be assigned to cover actual news events and be given instruction in how to analyze the causes of news events through interviewing and the persistent searching of records. Students will be required to publish articles in an approved periodical

*Prerequisite: MACO 2001 and MACO 3301*

**MACO 3348 - Fund of TV Production ..................3.00 Credits**

Designed to introduce students to the basic principles of effective television production. Student will learn the operation of selected production equipment and how to make creative and aesthetic decisions regarding programming.

*Prerequisite: Introduction to Radio-Television-Film.*

**MACO 3349 - Fund of Radio Production .............3.00 Credits**

Designed to introduce students to the basic principles of effective radio production. The student will learn the operation of selected radio production equipment and how to make creative and aesthetic decisions regarding programming.

*Prerequisite: Introduction of Radio-Television-Film.*

**MACO 3351 - Feature Writing ..............................3.00 Credits**

A lecture and laboratory course which focuses on developing the skills in researching, organizing, and writing all types of feature stories for newspapers and magazines. Students are required to publish articles in an approved periodical.

*Prerequisite: MACO 2001 and MACO 3301.*

**MACO 3360 - Newspaper Production ..................3.00 Credits** This course offers a thorough understanding of principles and skills involved in producing a newspaper or magazine. It combines theory with production activities. Students will be taught the organization of a newspaper and its functions as well as headline writing, copy editing, and layout and design.

*Prerequisites: MACO 2001 and MACO 3301*

**MACO 4218 - PR Research and Evaluation ........3.00 Credits**

This course is designed to help students develop the essential research and analytical skills for the planning, execution, and evaluation of programs that address communication problems and issues faced by organizations and institutions.

*Prerequisites: PR Principles, Practices and Theory; Mass Communication Research Methods.*

**MACO 4222 - Philosophy and Ethics of**

**Mass Communication..............................................3.00 Credits** This course is based on the philosophical assumptions embodied in mass communications systems around the world. A lecture-discussion method is used.

*Prerequisite: MACO 2202 and MACO 2001*

**MACO 4262 - Media Arts and Design ..................3.00 Credits**

This course offers students an opportunity to develop basic desk-top publishing skills in page design, layout and other graphic elements necessary for public relations and advertising campaigns.

*Prerequisite: PR Media Development and Copy Editing.*

**MACO 4264 - Media Arts Studies ........................3.00 Credits** Special course which allows students to focus on and study current media themes, applications, trend, etc. Course content varies.

*Prerequisite: permission of Department Chair.*

**MACO 4385 - Public Relations Campaigns .........3.00 Credits**

In this seminar students analyze contemporary issues and problems faced by public relations professionals. Students develop special public relations campaigns for social cause organizations and acquire entry-level professional skills in public relations through practical experience.

*Prerequisites; PR Media Development and Copy Editing; PR Research and Evaluation.*

**MACO 4412 - Communication Law .....................3.00 Credits** Study of various laws affecting American media. Students examine the concepts of freedom of speech and press, specific laws and alternative interpretations of those laws, federal regulatory agencies rights in news and advertising, libel slander, copyrights and invasion of privacy.

*Prerequisites: MACO 2001, MACO 2202, MACO 2203.*

**MACO 4475 - Radio Program & Production I....3.00 Credits**

Organization and operation of commercial and noncommercial radio stations inclusive of staffing, formats, promotion and programming. The student receives training as a producer, performer and writer.

*Prerequisites: Survey of Media and Society; Broadcast Journalism and Editing.*

**MACO 4476 - Radio Programming and**

**Production II …………………………………….....3.00 Credits**

Juniors and seniors are allowed to work full-time off- campus (with university supervision) in journalism, public relations, radio, television, or film for credit.

*Prerequisite: Permission of Instructor. Credit: 3 semester hours*

**MACO 4477 - Adv TV Prod & Direct I ................3.00 Credits**

Hands-on experience in producing, directing and/editing will be emphasized. Student will be required to utilize production kills by working skills various class projects and cable productions. *Prerequisites: Survey of Media and, Society; Fundamentals of Television Production.*

**MACO 4478 - Adv TV Prod & Direct II ..............3.00 Credits**

A continuation of MACO 4477

**MACO 4479 - Cinematography I..........................3.00 Credits**

Beginning film making courses with emphasis on the use of basic motion picture cameras, editing techniques and script preparation. Special emphasis is placed on 16mm film production with the completion of a short film as a course requirement.

*Prerequisites: History and Criticism of Film; Survey of Media and Society. Credit: 3 semester hours each semester.*

**MACO 4480 - Cinematography II ........................3.00 Credits**

A continuation of MACO 4479, Cinematography II is based on knowledge gained in the first course.

*Prerequisite: Cinematography 1.*

**MACO 4490 - Media Seminar...............................3.00 Credits** Must be enrolled in one of the following Class(s) Senior. This course for graduating seniors provides students an opportunity to apply theories and techniques to practical experiences in their areas of concentration. It is a research seminar. Seniors must successfully complete an approved final project that will be presented both orally and in writing to be judged by a jury of faculty in the department. In consultation with their advisers, students may select a topic for their research during the first semester. Research projects should reflect the career or academic interests of the students.

*Prerequisite: Graduating senior. Credit: 3 semester hours.*

**MACO 4494E - Directed Study ..............................3.00 Credits**

A project designed by the student and a radio-television-film faculty member who agrees to work with the student to meet specific and individual needs. Directed study requires the student to complete extensive readings and writing assignments. *Prerequisites: Junior or senior status in major and permission of Instructor.*

**MACO 4494J - Directed Study ..............................3.00 Credits** Must be enrolled in one of the following Class(s): Junior, Senior. A project designed by the student and a journalism faculty member who agrees to work with the student to meet specific and individual needs. Directed study requires extensive reading and written work from the student. Prerequisites: junior or senior status in major and permission of instructor.

**MACO 4494P - Directed Study ..............................3.00 Credits**

A project designed by the student and a public relations faculty member who agrees to work with the student to meet specific and individual needs. Directed study requires the student to complete extensive readings and writing assignments.

*Prerequisites: Senior status in major and permission of the Instructor.*

**MACO 4498E - Internship .....................................3.00 Credits**

Part-time placement in professional media facilities in Albany and other cities. Emphasis is on learning overall business structure and developing skills for entry-level decision-making positions.

*Prerequisites: Senior status in major and permission of Instructor.*

**MACO 4498J - Internship ......................................3.00 Credits** Part-time placement in professional media facilities in Albany and other cities. Emphasis in on learning overall business structure and developing skills for entry-level decision making positions.

*Prerequisites: Senior status in major and permission of instructor.*

**MACO 4498P - Internship ......................................3.00 Credits**

Part-time placement in professional media facilities in Albany and other cities. Emphasis is on learning overall business structure and developing skills for entry-level decision-making positions.

*Prerequisites: Senior status in major and permission of Instructor.*