
Journalism and Mass Communications

The major in Journalism or Mass Communications is designed to prepare students for entry-level positions in reporting, digital media, public relations, photography, web design, publicity, media production, and advertising. The major is also an excellent preparation for graduate study in communications or journalism.

Students become active decision-makers in producing the student-run publications *The Circuit* (the campus newspaper), *bccircuit.com* (online version), and *The Raven* (the college yearbook), as part of their practicum experiences. Internships are not required, but strongly encouraged.

Two majors are offered: Journalism, for students who plan to pursue a career in journalism, and Mass Communications, for students interested in communications-related careers such as public relations or advertising.

The major is a total of 42 hours: 24 hours of core courses; 15 hours of electives and 3 practicums. Both the Mass Communications and Journalism major require the same 24-hour core and practicum. Electives can be any level and are generally chosen based on the student's interests. All electives must be Journalism or Mass Communications classes. A C-minus or better must be earned in each Journalism and Mass Communications Department course. However, students must earn an overall C average or better in all department coursework to satisfy the major.

Core courses (24 hours):

Mc 115, Media and Society
Mc 160, Digital Photography I
Mc 128, Layout and Design
Mc 216, News Writing
Mc 218, Video Production
Mc 241, Media Writing
Mc 280, Web Design I
Mc 485, Senior Seminar

Plus three practicums, chosen from:

Mc 122, Mc 123, Mc 222, Mc 223, Mc 322,

Mc 323, Mc 422, Mc 423, News Practicum*
Mc 120, Mc 121, Mc 220, Mc 221, Mc 320,
Mc 321, Mc 419, Mc 421, Yearbook
Practicum*
Mc 130, Mc 131, Mc 230, Mc 231, Mc 330,
Mc 331, Mc 430, Mc 431, Online News
Practicum*
Mc 250, Mc 251, Mc 350, Mc 351, Radio
Practicum*

Electives (15 hours):

Mc 110, Principles of Visual Communication
Mc 149, Introduction to Cinema
Mc 215, New Media
Mc 301, Events Management
Mc 302, Advertising Principles
Mc 303, Public Relations Principles
Mc 308, Sports Broadcasting
Mc 310, News Editing
Mc 316, Advanced Reporting/Print
Mc 341, Feature Writing
Mc 360, Digital Photography II
Mc 380, Web Design II
Mc 398, Special Topics
Mc 404, Christianity in Mass Media
Mc 408, Sports Broadcasting II
Mc 475, Mass Media Law and Ethics

Minor in Mass Communications or Journalism

A minor consists of 18 hours. Students must complete Mc 115 and Mc 216, plus 12 additional hours of any level of journalism or mass communications courses. A C-minus or better must be earned in each course applying to the major or minor. All classes for the minor must come from the Journalism and Mass Communications curriculum.

International Students

The JMC department welcomes and encourages international students (students whose primary language is not English) to seek

*One practicum must be taken during senior year. A student may take a combination of yearbook, news, and radio practicums.

a major or minor in the department. However, because of the intensive language requirements, all International students must submit proof of language proficiency to the department before taking writing courses or declaring a major or minor in Journalism or Mass Communications. International students are required to declare a major/minor before the start of their second semester in the program. Language proficiency is met by achieving the appropriate score as required by the college for admission. (See section of catalog titled International Students.)

Minimum Percentage of Credits

Students must complete a minimum of 50% of the coursework needed for the Journalism or Mass Communications major or minor from classes offered by Benedictine College.

Mc 110

Principles of Visual Communication (3) (F)

This course explores the impact of visually mediated messages in society from multiple perspectives. The study of visual culture is interdisciplinary and examines images from religious fine art to advertising, as well as visual data used in science, medicine, and law. This class is ideal for students from any discipline interested in understanding images including visual rhetoric, visual analysis, semiotics, and formalism in order to providing a deeper understanding of images in contemporary culture. (AE, VC)

Mc 115

Media and Society (3) (B)

This course examines the social impact of modern mass media from the focus of the medium, audiences, and society. The historical and economic aspects of mediums are also examined. Emphasis is placed on providing students with media literacy skills enabling them to understand how mass media messages are created, how those messages are transmitted through various mediums to specific audiences and the underlying social, political and

economic effects of mass media messages. This is not a writing course. (PC)

Mc 128

Layout and Design (3) (F)

This course examines the principles and theory of aesthetics applied to the design of newspapers, magazines, brochures, advertising, and web pages. It presents the fundamental concepts of desktop publishing and preparing content for publishing in both paper and electronic format. (AE, VC)

Mc 135

Photoshop Principles (2) (D)

This course is based on the Adobe Photoshop software package, although other software packages may also be used. Students will learn to scan photographs and manipulate them using Photoshop tools and special effects filters. Students will be introduced to concepts such as correcting photos, masking images, creating duotone, triton and quadtone images, and preparing photos for publishing in print and online.

Mc 149

Introduction to Cinema (3) (F)

Through experience and discussing a series of significant motion pictures from both a popular and critical perspective, the class examines themes, impacts, and techniques. A broad variety of films are used from a variety of genres. All films are chosen to illustrate specific cinematic purposes examined in class. (AE, VC)

Mc 150

Survey of Motion Picture History (3) (D)

Through experience and discussing a series of films chosen out of historical perspective, the class examines the development of cinematic techniques. Besides concerns with changing patterns in the way film communicates, the course will explore the impact of technology and social conditions, as well as such theoretical concepts as the auteur theory, film genres, and semiotics. (AE)

Mc 160

Digital Photography I (4) (F)

This course covers the study and application of skills required for newspaper and magazine photojournalism including camera control, lighting, composition, and visual storytelling. Students will be introduced to the fundamental techniques of producing images for both print and web. Working exclusively in a digital format, students will learn electronic image editing; solve image resolution issues, and be introduced to image ethics. Further, the course will emphasize the Associated Press style, as is common journalistic practice. (AE, VC)

Mc 215

New Media (3) (S, even years)

This course introduces students to new communication technologies used in journalism and mass communications. Students will explore technologies related to publishing, audio/video production, and Internet-based communication. Students will also be introduced to the basic concepts of digital publishing. The course will explore new technologies as they become available. The primary goal of the class is to expose students to digital tools, and make them aware of how these tools can be used to communicate to a mass audience.

Mc 216

News Writing (4) (B)

This course introduces students to news writing for print. Students learn news-gathering techniques and the fundamentals of news writing, which emphasizes accuracy and precision, following the Associated Press Stylebook. Students have opportunities to conduct interviews and write weekly news articles using AP style. A writing-intensive laboratory is included in this course. (WC)

Mc 218

Video Production I (3) (S)

This course examines the techniques of video production based on applied contemporary video editing techniques and the use of

digital and non-linear editing equipment. Major emphasis is placed on applying hands-on application of basic concepts involving shoot, editing, lighting, and sound. (VC)

Mc 120, 121, 220, 221, 320, 321, 419, 421 Yearbook Practicum (1) (B)

This course provides laboratory work on the *Raven* yearbook. Students engage in the practical efforts of producing a yearbook from story concept and reporting to editing, desktop publishing, and photography. Students meet regularly with their advisor to resolve organizational and production issues and to receive professional critique. **At least one practicum must be completed as a senior.** Student publications are open to all students, regardless of major.

Mc 122, 123, 222, 223, 322, 323, 422, 423 News Practicum (2) (B)

This course provides laboratory work on *The Circuit* student newspaper. Students engage in the practical tasks of producing a newspaper from story concept and reporting to editing, desktop publishing, and photography. Students meet regularly with the practicum advisor to address organizational and production issues and to critique the newspaper. **At least one practicum must be completed as a senior.** Student publications are open to all students, regardless of major. *Prerequisite: Mc 216 or demonstrated journalism experience.*

Mc 130, 131, 230, 231, 330, 331, 430, 431 Online News Practicum (2) (B)

This course provides laboratory work on the online version of *The Circuit* (bccircuit.com). Students engage in the practical tasks of producing a news site from story concept and reporting to editing, web design, photography, and motion graphics. Students meet regularly with their advisor to resolve organizational and production issues and to receive professional critique. **At least one practicum must be completed as a senior.** Student publications are open to all students, regardless of major.

Mc 241

Media Writing (3) (S)

This course introduces students to various forms of writing for mass media, such as public relations, broadcast, and online. Students also explore feature writing and other forms of reporting. Audience and medium-specific characteristics for each form are also addressed. *Prerequisite: Mc 216. (WC)*

Mc 250, 251, 350, 351

Radio Practicum (1) (B)

This course involves laboratory work on audio programming. Students engage in the practical tasks of producing audio programming from story concept and reporting to editing and airing audio segments. Students meet regularly with the adviser to discuss production techniques and issues plus receive professional critiques. **At least one practicum must be completed as a senior.** Student publications are open to all students, regardless of major.

Mc 280

Web Design I (3) (F)

This introductory course examines site conceptualization, design principles, site navigation, and audience analysis. The primary focus of the course is on developing skill in HTML and CSS coding. Visual design concepts will also be discussed in relationship to designing for a specific audience while balancing aesthetic appeal with practical application. Students will apply these concepts in the design of a published website. (VC)

Mc 301

Events Management (3) (D)

Students explore the concept and techniques involved in developing and managing events for tourism, not-for-profit organizations, business, and sports. Topics include concept and design, feasibility, legal issues, marketing and promotion, financial management, and event execution. The course draws on case studies and projects to explore the application of each concept. *Prerequisite: Mc 216.*

Mc 302

Advertising Principles (3) (S)

This course outlines the principles underlying advertising for print, radio, television, outdoor and online, including campaign development and media placement. It examines the roles of advertising and marketing, including integrated marketing communications and direct mail. Students have opportunities to write advertising copy and plan an advertising project. Discussion of legal and ethical issues related to advertising is also included. *Prerequisites: Mc 128 and Mc 216, or permission of instructor. (VC)*

Mc 303

Public Relations Principles (3) (F)

This course provides an overview of the principles and scope of public relations, including an introduction to the work common in an entry-level PR job. Students learn techniques used in public relations, with special attention to research, planning, writing, evaluation, and the role of PR in integrated marketing communications. Emphasis is placed on the practical application of public relations in business, not-for-profit organizations and government across multiple media. It also includes discussion of industry ethics, responsibilities, and careers. Students have opportunities to plan and write public relations materials, including a public relations project. *Prerequisites: Mc 128 and Mc 216, or permission of instructor.*

Mc 308

Sports Broadcasting (3) (D)

Students will explore the development and application of producing and broadcasting live sporting events. Concepts covered include researching players and opponents, recording and editing pre-game and halftime segments and delivering game commentary (color commentary and play-by-play). Additionally, students may also participate in weekly coach's shows as their broadcasting experience grows.

Mc 310

News Editing (3) (S, even years)

This course presents a management philosophy to newsroom organization and an approach to dealing with writers. It examines theory and technical skills necessary for editing stories, photos, and the writing of headlines and cutlines. It briefly reviews layout and design concepts as applied to news editing issues. And, it examines in detail legal issues of libel and right to privacy. *Prerequisite: Must have earned a C or higher in Mc 216 or permission of instructor.*

Mc 316

Advanced Reporting/Print (3) (D)

This course examines techniques for in-depth investigations and analysis, such as use of documents, multiple sources, surveys, content analysis, and participant observation. The entire class collaborates on an extensive in-depth project that is published in the campus newspaper. *Prerequisites: Mc 216 and Mc 241.*

Mc 341

Feature Writing (3) (D)

This course examines storytelling methods often used in fiction writing as applied to longer, more detailed stories for newspapers and magazines. Stories made available to campus publications. *Prerequisite: Mc 216.*

Mc 360

Digital Photography II (4) (S)

Digital Photography II is a comprehensive program of practical exercises and academic study as it applies to producing images for media across multiple platforms. This course aims to provide students with a comprehensive understanding of photography as it relates to journalism and other mass media applications. Studio photography, personal photo essays, picture stories, and documentary projects are self-assigned. In this course, students develop a personal style, content, design, as well as an opportunity to create a professional-caliber portfolio. (AE, VC)

Mc 380

Web Design II (3) (D)

This is an advanced class in web design. Students will be introduced to advanced concepts and skills in coding, programming, and site development. Students will also be introduced to advanced navigation techniques and the integration of data from databases. *Prerequisite: Mc 280 with a grade of C or better.*

Mc 398

Special Topics (3)

This course is available between published revisions to the catalog and is experimental in the launching of a new course.

Mc 404

Christianity in Mass Media (3) (S)

This course examines both the state of Christianity in the world today and its presence in mass media. We will examine the factors that led to the ascendancy of Christianity as a means of mass communications of the past and see to what extent Christianity has continued to lead in media or to what extent it has become reactive. We will look at Christianity and journalism, radio, TV, film, print, Internet, public relations, and audio media.

Mc 408

Sports Broadcasting II (3) (D)

Sports Broadcasting II is an advanced course in the operation and use of a Tri-Caster unit to produce a live video-streamed broadcast of Benedictine sporting events. This class will deal more with the production side of video sports broadcasting rather than on-air announcing. Production elements include items such as instant replay, live text, and the sports graphic package. In addition, students will also take on a more direct roll in producing, and then directing live sports events on campus throughout the semester.

Mc 475

Mass Media Law and Ethics (3) (S, odd years)

This course examines the legal and ethical principles that guide modern mass media

producers and organizations. This course introduces students to the major areas of media law. Case studies are used to examine the application of media law in situations that students might face in the workforce. Media ethics is studied from the philosophical foundation of major ethical systems. In both media law and ethics, the major emphasis of the course is on the application of applied principles and decision-making.

Mc 479

Media Internship (up to 4 credit hours)

The internship provides on-the-job experience in a professional media or other mass communications setting. Work with employers is monitored for educational objectives. This experience is highly recommended for all journalism majors before graduation. Students must obtain prior approval of work. *Prerequisites: Junior standing and minimum 2.0 GPA.*

Mc 485

Senior Seminar (1) (B)

The senior comprehensive for Journalism and Mass Communications majors gives students

opportunities to demonstrate skills learned in department courses. The course also explores tools, concepts, and issues graduates need to conduct a successful job search. Students will complete a project that demonstrates competency in a concentration area (e.g., journalism, publication design, advertising, public relations, and photojournalism). Students will also prepare an electronic portfolio of their work. *Prerequisite: Senior standing.*

Mc 488

Senior Comprehensive (cr)

Mc 499

Independent Study (Credit arranged)

Independent study courses include tutorials and directed readings. These courses allow students to explore other areas and issues of the media. Meetings are arranged at the discretion of the instructor. Requires prior approval of department chair and pre-approved contract of educational goals.

Suggested sequence of courses for a bachelor's degree in Mass Communications/Journalism

Freshman Year			
En 101, English Composition	3	Mc 216, News Writing	4
Th 101, Introduction to Theology	3	So 101, General Sociology	3
Foreign Language	4	Foreign Language	4
Gs 150, BC Experience	cr	Ph 175, Principles of Nature	3
Mc 115, Media and Society	3	Mc 128, Layout and Design	3
Mc 160, Digital Photography I	4		
	17		17
Sophomore Year			
Elective	3	General Education Elective	4
Hi 106, World Civilization since 1500	3	Philosophical Inquiry Foundation	3
General Education Elective	3	Mass Communications elective	3
Mc 280, Web Design I	3	Hi 213, US History since 1865	3
Practicum	1–2	Mc 218, Video Production	3
Mc 241, Media Writing	3		
	16–17		16

Suggested sequence of courses for a bachelor's degree in Mass Communications/Journalism (Continued)

Junior Year

Elective	3	Philosophy Inquiry Foundation	3
Mass Communications electives	6	Mass Communications electives	6
Natural World Foundation	4	Faith Foundation	3
Practicum	1–2	General Education Elective	3
		Pe 115, Wellness for Life	1
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	14–15		16

Senior Year

Mass Communications elective	3	Mass Communications elective	3
Faith Foundation	3	Py 100, General Psychology	3
General Education Electives	6	General Education Electives	6
Practicum	1–2	Pe Activity course	3
Elective	3	Mc 485, Senior Seminar	1
		Mc 488, Senior Comprehensive	cr
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	16–17		16

Liberal Studies

This major is intended to be student-designed so as to meet the personal needs and objectives of the student. Any student may petition for approval of a program not accommodated by any existing majors. Thus, a student with a liberal studies major may not have a major in any other area. The student should consult with the Associate Dean, who will, in consultation with appropriate members of the faculty, determine if the student's objective can be met with available faculty and courses.

In consultation with the departmental personnel involved and the Associate Dean, the student must prepare both a plan of study and a detailed statement concerning the purpose of the proposed special program. The plan and statement, accompanied by a supporting statement from each department chair, must be submitted to the curriculum committee for approval. It is expected that all proposals for

a Liberal Studies major will be submitted to the Associate Dean of the College and the curriculum committee by the end of the second semester of the student's junior year. In all events, no proposal will be accepted after the deadline for application for graduation.

