

Program Sheet

Convergence Journalism Concentration

Convergence Journalism engages students in courses that build knowledge and skills in writing, reporting, and producing socially responsible and responsive news in today's converging multimedia landscape. Students learn to exercise news judgment, honor the tenets of journalism, and create news for and with audiences across traditional and emerging digital media platforms. Students gain hands-on experience early on and throughout their tenure with, *The West Georgian* and The WOLF Internet Radio and WUTV.

Required Courses

COMM 3301- Writing & Reporting for Newspapers
COMM 3303- Layout & Design or COMM 4403- Photojournalism
COMM 3302- Public Affairs Reporting or COMM 4402- Feature Writing
COMM 4421T- Practicum: WUTV COMM 3352 - Fundamentals of Television Production
COMM 4421N- Practicum: *The West Georgian* or COMM 4421T- Practicum: WUTV
COMM 4450- Broadcast News Writing & Reporting
COMM 4454- Media Law
COMM 4484- Mass Communications Research Methods

Digital Media & Telecommunication Concentration

Digital Media & Telecommunication engages students in courses that build knowledge and skills in traditional electronic and emerging digital media. Students explore historical, theoretical, and structural concepts of programming, management, and production of informational and entertainment radio, television, and online content to serve today's multicultural society. Students learn the art and science of successful storytelling, and create and produce original content for multiple digital media platforms. Students gain hands-on experience early on and throughout their tenure with The WOLF Internet Radio and WUTV.

Required Courses

COMM 3305- Short-Form Screenwriting & Analysis
COMM 3350- Telecommunication & Electronic Media Industries
COMM 3351- Radio Program Production or COMM 3352-Fundamentals of Television Production
COMM 3355- Media Programming & Management
COMM 4421R- Practicum: The WOLF Internet Radio or COMM 4421T- Practicum: WUTV
COMM 4454- Media Law
COMM 4484- Mass Communications Research Methods

One (1) of the following:

- COMM 3354- Digital Social Media & Society
- COMM 3357- Diversity & Mass Media
- COMM 4455- Critical Issues in Mass Communication

Film & Video Production Concentration

Film & Video Production engages students in courses that build knowledge and skills in writing, analysis, production, and editing for film and video outlets. Students learn the art of cinematic storytelling, image design, and sound editing along with advanced post-production techniques and strategies within the broader field of film and video production. Students gain hands-on experience early on and throughout their tenure with workshops, seminars, and collaborative projects that lead to the distribution of their work via various traditional and digital outlets (e.g., competitions, film festivals, online platforms, screenings, social media, etc.)

Required Courses

COMM 3305- Short-Form Screenwriting & Analysis
COMM 3353- Fundamentals of Film & Video Production
COMM 3356- Film & Culture
COMM 4452- Advanced Film & Video Production
COMM 4454- Media Law
COMM 4484- Mass Communications Research Methods

Two (2) of the following:

- COMM 4405- Sound Design
- COMM 4406- Digital Cinematography & Image Design
- COMM 4407- Film & Video Post-Production

Public Relations Concentration

Public Relations engages students in courses that build knowledge and skills in today's multicultural domestic and global public relations industry. Students learn the importance of and processes behind building and maintaining mutually beneficial relationships between organizations and target publics through effective interactive communication. Students also gain hands-on experience in media relations, community relations, and employee relations through *bluestone*-Public Relations Firm and experiential and service learning projects for private, nonprofit, corporate, and public sector clients.

Required Courses

COMM 3301- Writing & Reporting for Newspapers
COMM 3313- Public Relations Principles
COMM 4413- Public Relations Cases
COMM 4414- Public Relations Management
COMM 4444- Public Relations Campaigns
COMM 4451- Public Relations Writing
COMM 4454- Media Law
COMM 4484- Mass Communications Research Methods

Electives/Minor for all concentrations

In addition to required courses, all concentrations require 18-21 credit hours of elective courses and a 15-18 credit-hour minor (see Undergraduate Catalog for options).