Mass Communications Courses

MASC 1100 Mass Media and Society (3 credits)
Theoretical aspects of the media in the United States. Focuses on current media industries, issues, and events from coverage of high-profile events to media criticism. Students should gain an understanding of the social, economic, and intellectual forces that have helped shape the media. The course, primarily through lectures and demonstrations, presents concise historical perspectives. Liberal Education Goal Area 9.

MASC 1500 Introduction to Mass Media (1 credit)
This course introduces students to the field of mass media by exploring the variety of forms and processes that shape the media landscape; i.e. television, radio, cinema, print, podcasts, web-based streaming, etc. Students new to the Mass Communication major will also be introduced to a variety of student media opportunities including KBSU-TV, FM90, the Northern Student and the Headwaters Film Festival.

MASC 2100 Minorities in the Media (3 credits)
Theoretical and applied aspects of the coverage of disenfranchised groups by the mass media. Students should gain an understanding of the complexity of the cultural, political, and economic forces that shape media coverage of disenfranchised groups. Through case studies, research, class discussion, and reporting and producing one or more stories, students learn how groups outside the power structure in society are portrayed in the mainstream media. Liberal Education Goal Areas 7 & 9.

MASC 2243 Video Editing (3 credits)
This course focuses on the aesthetics and skill development in editing video and sound for multimedia, broadcast and cinematic productions. This course emphasizes storytelling -- the capture, editing, and outputting of video and audio using a desktop computer.

MASC 2250 Media Production (4 credits)
This course provides an introduction to the creative process and tools of audio and video production from a convergent media perspective. Students create their own audio and video productions in order to gain hands-on experience in the creative process of media production in a studio and on-location. Prerequisite or Co-requisite: MASC 2243.

MASC 2330 Headwaters Film Fest (2 credits)
Event planning is a sought after skill. Students work in teams to plan and organize the programming, hospitality, fundraising, communication, promotion, judging management and technical parts of a large event - the Headwaters Film Fest.

MASC 2460 Digital Photography (3 credits)
Theoretical and applied aspects of digital photography, including camera handling and Photoshop. Students become familiar with all aspects of operating a 35 mm camera and producing quality photographs for media-related work. A survey of the history and principles involved in producing digital photographs, transferring them to computers, enhancing them with software, and incorporating them in publications. Readings, discussions, and individual productions are utilized to familiarize students with the production of digital photos. Lab time required. Digital cameras provided. Lab fees.

MASC 2600 Advertising (3 credits)
Advertising is everywhere and we are bombarded by a great number of mediated messages each day. This course examines the theoretical and practical aspects of advertising and gives an overview of the field. Students will gain an increased awareness of how advertising works, where it fits into the fabric of our society, and how it is used--sometimes ethically and sometimes not. The course incorporates lecture, discussion, and projects and students analyze print, broadcast and digital advertising.

MASC 2690 Public Relations (3 credits)
Learn the strategic planning process of doing public relations work and how to create a public relations plan. Students will learn and apply the various tactics used by public relations professionals to meet organizational goals.

MASC 2780 Culmination (3 credits)
Prepares students to apply for an internship or job. Students will work on their resumes, portfolio and interview skills, as well as explore and discuss how their passion, values, skills and abilities play out in their personal and professional life.

MASC 2850 Media Writing I (3 credits)
You will learn the basics of media writing, how to craft good stories, and to how to shape those stories to fit a variety of media, such as: news, marketing, public relations, broadcast, and social media.

MASC 2925 People and the Environment: Mass Media Perspectives (3 credits)
For both majors and non-majors. Theoretical aspects of the effect of the mass media on environmental processes. Students should gain an understanding of the complexity of the cultural, political, and economic forces that shape media coverage of the environment, and the importance of such an understanding to maintaining a sustainable global environment. The course is a discussion section of the interdisciplanary lecture on environmental issues for liberal education. Liberal Education Goal Area 10.

MASC 2970 Internship (3 credits)
Graded Satisfactory/Unsatisfactory only. Student internships may be either full-time or part-time in a public or private agency appropriate to the degree objective. Internships consist of closely supervised periods of service that are arranged in advance of the course registration. Students should consult their advisor concerning prerequisites.

MASC 3030 News Team (3 credits)
You will be reporting, writing, and producing stories from around campus and around the area. These will appear on air, in print, and on the Web. Each week, you'll pitch stories and be assigned a duty within the team. This will be a collaborative class, but you will individually get several bylines throughout the semester.

MASC 3110 Media Content Creation (1-3 credits)
Students gain practical skills by working with one of the student media organizations including the Northern Student, KBSU-TV and FM-90. Students may repeat this course since the area of focus may vary from section to section.

MASC 3150 Photojournalism (3 credits)
Applied aspects of press photography and picture editing. Students should gain competence in creating photographs and designing and laying out photo essays. Demonstration and hands-on experience covers darkroom processing, picture story planning and execution, and computer manipulation of images. The course concentrates on the application of basic principles of both photography and journalism, and requires laboratory work, as well as in-class participation. Prerequisites: MASC 2450 and MASC 2850. (May not be offered every year.)

MASC 3270 Media and Social Change (3 credits)
This course examines how media organizations, advertisers, artists and policymakers alike communicate to a wide audience in order to effect social change. It explores critical and theoretical approaches to understanding contemporary mass media. Students learn to analyze media from across political, popular, and professional cultures. Prerequisites: MASC 2850 and junior or senior status.

MASC 3300 Independent Film (1 credit)
Two mandatory meetings (flexible--two hours each day) at the Headwaters Film Festival on the Bemidji State campus OR online. This online course examines contemporary independent film -- techniques and aesthetics, history, and the business side -- funding models and distribution avenues.

MASC 3330 Performance and Production (3 credits)
This is an advanced media production course that provides an in-depth understanding of live programming, production, and field reporting. Students are taught how to perform professionally on-air in television, radio and web-based streaming environments. Prerequisites: MASC 2850 and MASC 2250.

MASC 3450 Advanced Field Production (3 credits)
An advanced media course in which students learn hands-on, single camera production on-location. Areas of study include documentary, advanced news gathering, and experimental/music video. All projects are edited with non-linear computer systems and published to DVD and Web. Lab hours required. Prerequisites in this order or concurrently: MASC 2233 and MASC 2243.

MASC 3460 Multimedia Production (3 credits)
Learn how to conceptualize and create multimedia projects. This course gives instruction on how to research and produce content across platforms using video, photos, audio and text to create in-depth projects. Prerequisites: MASC 2223, MASC 2233, MASC 2243, MASC 2460 and MASC 2850.

MASC 3470 Multimedia Marketing (3 credits)
This course focuses on reaching potential customers through the use of multimedia content marketing. Using video, photos, audio and text, you will learn content marketing strategies and how to create content that delivers information about your product or services to your target audience.

MASC 3480 Advanced Audio Production (3 credits)
This course emphasizes the techniques of advanced audio production through hands-on experience in script writing, multiple-source audio recording, and multi-track editing. Students will be able to use the techniques learned in this class to produce advanced audio documentaries, advertisements, audio drama or sound tracks for film and video. In addition to lecture and demonstration, this course involves one-on-one, hands-on experience learning. A considerable amount of laboratory time is devoted to completing assigned audio productions. Each student will become proficient at the creative production process in-studio and on-location. The student will master their vocal abilities and become proficient at the production of creative audio ads. This course builds confidence in your production ability. Prerequisite: MASC 2223.

MASC 3500 Media Design (3 credits)
Good visual design is everywhere; from ads and magazines, to mobile content and websites, to marketing reports and brochures. Learn and apply effective design principles to a variety of projects using Adobe InDesign. Also learn the basics of interactive digital publishing.

MASC 3600 Social Media Marketing (3 credits)
Social media has moved from a pastime to a professional endeavor. This course introduces the major social media platforms and theoretical constructs and examines how companies use social media for marketing, analytics and customer service. This course will give future media and communications professionals practical experience needed to successfully utilize social media for strategic endeavors.

MASC 3650 Media Production for Social Entrepreneurship (3 credits)
Are you passionate about solving social and environmental problems? We'll study social entrepreneurship -- a rapidly growing field that uses standard business methods to address problems. You'll work collaboratively to create a business model, pitch and video to promote your business.

MASC 3670 Documentary Film (3 credits)
Historical overview of the genre. Students view and analyze a variety of documentary films to gain an understanding of their purpose, their impact, their audiences, and their cultural and artistic value. (Might not be offered every year.)

MASC 3720 Media Writing II (3 credits)
Knowing how to research and write a good story is important for many professions: journalism, public relations, marketing, blogging and advertising. This class will teach you the important skills of researching, reporting and writing stories. Prerequisite: MASC 2850.

MASC 3750 Communication History (3 credits)
A survey in communication technologies from prehistory to contemporary times. This course will examine the important historical developments in human communication and will explore how these advances shaped the modern world.

MASC 3790 Screenwriting (3 credits)
This is an advanced writing course in which students learn the process of writing a dramatic screenplay for film and digital cinema. Students learn to develop the critical dramatic elements that are central to a successful screenplay: characterization, plot development, and cinematic description. Each student develops and writes a screenplay that is formatted to film industry standards. Prerequisites: ENGL 1151 and MASC 2850. (Might not be offered every year.)

MASC 3850 Media Ethics and Law (3 credits)
This course introduces students to the study of media ethics and the principles of media law as they apply to the work of media and communications professionals in a variety of fields. Examines the principles on which American law is based and discusses the creation, interpretation and the role of law, while analyzing ethical issues through case studies concerned with different media, including advertising, film, photojournalism, print and broadcast journalism, public relations, television and World Wide Web. Introduces a variety of key issues in media law and ethics and demonstrates the complexities in reaching outcomes.

MASC 3900 Topics in Mass Communication (1-3 credits)
Study of a specific mass communication topic or development, person, or time period, with the specific title being announced in each semester's class schedule.

MASC 4330 Engineering for Electronic Media (3 credits)
A very practical "mini course" in electronic fundamentals. Explores the basic theory of how things function in a broadcast environment. Practical use and repair of audio/video connectors, components, and circuitry. Reading of instruments, levels, and oscilloscope patterns in a television/radio studio. Techniques of soldering connectors, and cable repair used in everyday television/radio stations. Audio theory and components, as well as video signal operation. At the end of this course, students will have sufficient electronic knowledge to pass the FCC Amateur Radio license exam. This class builds confidence and understanding of broadcast operations. Lab hours required. Prerequisites: MASC 2223 or MASC 2233.

MASC 4340 Digital Cinema (3 credits)
Introduction to the theory and practice of motion picture filmmaking as it applies to digital media. Topics include familiarity with filmmaking equipment; basic cinematic techniques; converting ideas to images; the use of lighting, editing, and sound in cinema; scheduling, casting, and location scouting; and the role of acting, directing, and good storytelling in the filmmaking process. Students work in small groups to make short digital video films that manifest their ideas and beliefs in content and process. Forms of distribution are also explored, including DVD, the Internet, and Web streaming. Prerequisites: MASC 2233 and MASC 2850. (Might not be offered every year.)

MASC 4840 Portfolio (1 credit)
This course helps students organize and complete a professional portfolio. Students will present their portfolio to faculty and media professionals, and they will receive a constructive, one-on-one evaluation of their work from a variety of media, marketing and advertising professionals. Prerequisite(s): MASC 2780, Mass Communication or Marketing Communication major and have senior status.

MASC 4900 Topics in Mass Communication (1-3 credits)
Study of a specific mass communication topic or development, person, or time period, with the specific title being announced in each semester's class schedule.

MASC 4970 Internship (3 credits)
Graded Satisfactory/Unsatisfactory only. Student internships may be either full-time or part-time in a public or private agency appropriate to the degree objective. Internships consist of closely supervised periods of service that are arranged in advance of the course registration. Students should consult their advisor concerning prerequisites.

All-University Courses

The course numbers listed below, not always included in the semester class schedule, may be registered for by consent of the advisor, instructor, or department chair, or may be assigned by the department when warranted.

Individual registration requires previous arrangement by the student and the completion of any required form or planning outline as well as any prerequisites.

1910, 2910, 3910, 4910 DIRECTED INDEPENDENT STUDY
1920, 2920, 3920, 4920 DIRECTED GROUP STUDY
1930, 2930, 3930, 4930 EXPERIMENTAL COURSE
1940, 2940, 3940, 4940 IN-SERVICE COURSE
1950, 2950, 3950, 4950 WORKSHOP, INSTITUTE, TOUR
1960, 2960, 3960, 4960 SPECIAL PURPOSE INSTRUCTION
1970, 2970, 3970, 4970 INTERNSHIP
1980, 2980, 3980, 4980 RESEARCH
1990, 2990, 3990, 4990 THESIS