

JMC Spring 2019 Blurbs			
MC010	Pre-Major Orientation	Howe, Sarah & Kinley, Kylie	Journalism and Mass Communication Orientation introduces students to the curriculum, student-run media, student organizations, involvement opportunities, and JMC facilities, including the KSDB-FM station, KKSU-TV station, and the Collegian Media group newsroom. The class will explore different career options within the field of journalism and mass communications as well as prepare students with suggested electives, outside concentrations and internships that will help them on their career trajectory. There is a strong focus on networking with the departmental faculty, upperclassman and recent alumni.
MC110	Mass Communication in Society	Smethers, Steven	Mass Communication in Society is an introductory media course that explores all kinds of media platforms, content, operations and potential audience impacts. The class takes a special look at how today's media systems evolved, focusing on the significant contributions of journalists, strategic communication specialists, broadcasters and entrepreneurs in Kansas and surrounding states, and how media platforms have become the essential thread that holds communities together, with a special focus on media and community engagement. MC 110 is a prerequisite to more advanced courses in Journalism and Mass Communications, Agriculture Communications and Journalism, Animal Science Communications and Marketing and Secondary Education with an emphasis in English and Journalism. The class is a K-State 8 class, with an emphasis in History.
MC120	Principles of Advertising	Borden, Jonathan	Whether you dream of a career on Madison Avenue or just enjoy Mad Men, you are (and always will be) surrounded by advertisements. This course is intended to introduce K-State students to the world of advertising, explaining just where, how, when and why advertising is effective. You'll also learn how you can be smarter about recognizing attempts to make you spend more, buy a specific product or dream of a certain lifestyle. Providing both a general overview and detailed examination of the advertising industry, this class examines the relationship of advertising with American media and culture, the evolving nature of persuasive communications and the future of how organizations will use compelling content to persuade you to give them your money.
MC130	Writing Conventions and Mechanics	Smethers, Steven	Writing Conventions and Mechanics is the first module of the gateway trilogy that prepares students interested in careers in journalism and strategic communication. A primer for professional writing, the first module covers the fundamentals of style, accuracy and correctness. Students will engage in lessons that will lend to their mastery of the English language, which is an essential skill among journalists, advertisers and public relations specialists.
MC131	Media Writing Styles and Platforms	Smethers, Steven	Writing Styles and Platforms offers a cursory exploration of how to write in specific fields in journalism and strategic communication. Students will be exposed to writing techniques for radio and television, digital media, advertising companies and public relations agencies. This course helps students understand the role writing plays across mass media and lays a foundation on which students will build an academic program that matches their career objectives.
MC132	Writing Perspectives	Punnett, Ian	The way writing is presented is determined by the audience for which it is intended. Our Writing Perspectives course initiates students to the process of thinking beyond themselves. Specifically, students will learn how to tailor language to a particular audience to gain a desired result. This final module in the gateway trilogy surveys various goals of writing and the strategies successful journalists and communicators use to reach them.
MC160	Principles of Journalism	Smith, Andrew	In this class students will get a look into the exciting world of journalism in America. Our society needs the skills and service provided by journalists more than ever right now, and students in this class will learn the basics of the ethics, duties and skills of journalists today. Members will also participate in the KSU Newsdesk, monitoring breaking news, making beat calls and getting hands-on experience in news gathering.

MC165	KSDB-FM Participation	Staff	KSDB-FM produces programming content, both audio and video, on a 24/7 basis every day of the year. When you enroll in this zero credit class, the doors to the state-of-the-art world of KSDB-FM open for you to join in the fun of using high tech to provide news, sports, weather, music entertainment and public affairs to an audience listening and watching over the air and streaming on multiple platforms.
MC166	KKSU-TV Participation	Osen, Avery & Homburg, Nick	Maybe you helped produce television content in high school, or maybe you're interested in television production but don't have a clue what that includes. Through KKSU-TV Participation, you can do all of that and get your hands dirty along the way. This is your chance to get your hands on all the equipment in the Channel 8 News television studio and learn how it works through first-hand experience. Become an integral part of the team producing a weekly live television show.
MC180	Principles of Public Relations	Zhang, Angela	The purpose of this course is to provide a general overview of the practices of public relations and to provide exposure to a number of selected topics in the field of public relations such as history, law, ethics, theory and the international nature of public relations. This course will serve as an introductory course for pursuing the major. The course will provide a comprehensive understanding of public relations' role in organizations and society; how public relations has been developed as a discipline; and the contemporary roles of public relations in organizations and society. Basic public relations principles and theories will be examined in addition to applied perspectives. Students will discuss public relations issues and trends as well as international and ethical considerations involved in the practice of public relations. Students will be encouraged to think more broadly considering the globalized communication function of public relations and having their own ideas about public relations through the discussion of misunderstandings and misperceptions about the field of public relations.
MC191	Audio Production Foundations	Osen, Avery	Learn the basics of audio production software and equipment.
MC192	Pixel Foundations	Johansen, Candy	Learn the basics of pixel software such as Adobe Photoshop.
MC193	Video Prod Foundation	Osen, Avery	Learn the basics of video production software such as Adobe Premiere Pro.
MC194	Social Media Foundations	Thomas, Jana	Learn the basics of how to write, edit and manage social media content and evaluate your content with analytics.
MC195	Vector Foundations	Thomas, Jana	Learn the basics of vector software such as Adobe InDesign.
MC196	Web-CMS Foundations	Quinn, Sara	Learn the basics of writing and designing web site content.
MC200	News and Feature Writing	Bressers, Bonnie & Wolgast, Stephen	News and Feature Writing is designed to offer a foundation in gathering information and writing it accurately, logically and compellingly using journalistic standards. The course employs a hands-on approach using a coaching method designed to nurture the skills of students. After this class, successful students should begin to conduct effective research and evaluate the information using journalistic standards, develop good interviewing techniques and conduct effective interviews with diverse news sources, understand and apply First Amendment principles and the law appropriate to professional practice, critically evaluate their work for accuracy, fairness, clarity, appropriate style and grammatical correctness, and gain a better understanding of journalism's social responsibility.

MC221	Advertising Strategy and Writing	Olsen, Katie	Advertising is changing. Every. Single. Day. In order to become the best advertisers with the smartest strategic minds, we must not only understand and follow principles of the industry, but we must also stay up-to-date on how brands are creating their messages and using technology to implement their strategies. In Advertising Writing & Strategy, you will get a chance to work on your professional writing as well as understand when it's okay to break grammatical rules (think of Chick-fil-A's Eat Mor Chikin campaign!). You'll get a chance to shadow advertising professionals in an area of interest to you, and you will work on a team to promote an on-campus organization through market research and a strategic creative campaign. Come join us as we take advertising to the next level and move you on the road to being an expert in strategic communication!
MC280	Public Relations Writing	Borden, Jonathan & Skidmore, Debra	PR Writing will stretch your writing skills beyond the basic writing you have been required to do in other classes. Specifically, this class concentrates on almost every type of Public Relations product you may be asked to write in a job setting. You will be writing: news releases, feature stories, social media news releases, audio news releases, fact sheets, media advisories, speeches, obits, business correspondence to include good and bad news letters, fundraising (request) letters and cover letters to apply for a job. Additionally, there are two major projects. The first is producing a media kit, and the second is preparing a six-panel brochure. Preparing all these materials also requires that you use the proper Associated Press Style. All these assignments make good materials to use in your portfolios.
MC301	Introduction to Media Production	Hallaq, Thomas & Cozma, Raluca	Learn how to tell visual stories across platforms! This course prepares students to work in the current journalism environment of converged electronic media: radio, television, the Internet and social media. It introduces students to techniques used in broadcast-style storytelling from the technical perspective. Students will use professional tools to learn the basics of video and sound recording, non-linear video editing, lighting, and other skills that cross platforms and media. Students will also learn best practices for content management and creating competitive digital portfolios. These are the skills that will help launch you into being a great visual journalist.
MC316	Data Journalism	Nguyen, Huyen	As web development continues to make information more accessible, professional journalists have become more investigative and enterprising in their work. The broader access to data has spurred growth in data journalism, which involves strategies to obtain, interview, scrutinize, analyze and present data to an increasingly digital readership. This practical course surveys the avenues today's journalists take to gain new insights and the reporting skills they use to harness advances in digital media.
MC331	Digital Photography	Homburg, Nick	Digital Photography is a basic course that teaches how to use the camera. This includes f-stop, shutter speed, depth of field, exposure and different lens. It also teaches lighting and how to control it. Finally, it teaches the different methods of commercial photography and enough photo editing software to know how to correct and print pictures.
MC341	Media Design and Data Visualization	Quinn, Sara	The world is visual. There's competition for your eye at every turn, on every platform and device. Good design cuts through visual clutter. It's meaningful and effective, allowing you to quickly grasp a tough concept, to see the big picture, understand nuance and to engage with the world around you. Add the skills that will get you the job you want: essential software experience, a strong vocabulary for design, an understanding of analytics, the basics of branding, code, web design and a portfolio full of effective conceptual ideas, informational graphics and more.
MC370	Social Media in Strategic Communications	Borden, Jonathan	Over a few short years, social media has emerged as the dominant form of media in American society. It is where we get our news, see our friends, learn about the world and learn what things we should buy next. For strategic communicators (public relations, marketing, branding and advertising) social media is the new frontier, the key space to reach the public, attract potential consumers, to respond to consumer frustrations and to grow our businesses. This course focuses on how businesses utilize social media to reach consumers, to create loyal shoppers and to keep users coming back for more.

MC380	Strategy and Planning	Skidmore, Debra	Strategy and Planning will teach you the nine-step process to prepare a Public Relations plan. After understanding each step and doing exercises to make sure you know how and why these steps are in place, you will be assigned to a real client to prepare a detailed PR plan for them. You will work in a group of three or four other students to prepare and do the research necessary to make this plan usable and helpful for your client. This will include a client profile, a detailed look at the organization and situation of the business or organization, a look at who their publics and their limiters are, goals, objectives, tactics, messages, timeline, budget, research data from what the client wants to know and critiquing your self to see what you could have done better. After the plan is prepared, a 20 minute presentation is given to the client and the class. Your fellow students will critique your work just as you will critique their plans/presentations for their clients.
MC385-A	Media Practicum - Newspaper	Wolgast, Stephen	Join the Collegian editorial staff to publish news and features about campus and the community on the organization's app, website and in the newspaper. Practicum students may contribute as reporters, photographers and editors as they build their portfolios with published work. Students will complete 120 hours of work as well as a short essay.
MC385-B	Media Practicum - Yearbook	Wolgast, Stephen	The only annual record of people and events at K-State is also the nation's most-decorated yearbook. The staff of the Royal Purple is in its second century of covering the highs and lows of campus life in words and pictures using techniques prized by magazine editors. Students will complete 120 hours of work as well as a short essay.
MC385-C	Media Practicum - Radio	Staff	While KSDB-FM has a proud history of 70 years, it cannot be defined as a legacy or outdated medium. When you enroll in Radio Practicum, the doors to the state-of-the-art world of KSDB-FM open for you to join in the fun of using high tech to provide news, sports, weather, music entertainment and public affairs to an audience listening and watching over the air and streaming on multiple platforms. As a radio practicum student, you have input into devising a plan to meet the 120 working hour course requirement that matches up with your goals. KSDB-FM produces programming content, both audio and video, on a 24/7 basis every day of the year.
MC385-D	Media Practicum - Video	Hallaq, Tom	Breaking in to the television industry requires on-the-job experience. Where will you get your experience? Right here in Media Practicum in the Channel 8 News studio at Dole Hall. For this course you will work closely with a team of students to produce a weekly television program, anchor, report, direct and fill the other jobs connected to creating a successful television show. Students in Media Practicum will be leaders in the newsroom and build a solid portfolio along the way while fulfilling the 120 hours that the course requires.
MC385-F	Media Practicum - Magazine	Staff	Participate in our award-winning Manhappenin' lifestyle magazine publication to publish feature-style articles in our print magazine, Manhappenin' website and social media platforms. Practicum students may contribute as writers, photographers and designers as they build their portfolios with published work. Students will complete 120 hours of work as well as a short essay."
MC396	Strategic Communication Research	LaGree, Danielle	What's the secret behind Dairy Queen's new "Fan Food, Not Fast Food" brand platform? How could popular yoga brand, Lu Lu Lemon, have avoided an epic PR crisis when the media interviewed its CEO? If you answered "strategic communication research" you are right! Successful organizations are investing in research to better understand the needs and perceptions of their target audiences. This course takes a practical approach to research, meaning you'll be exposed to common challenges organizations are facing today and will learn how to combat these challenges from a research perspective. We'll focus on two main types of research: qualitative and quantitative, and three research methods: in-depth interviews, focus groups and surveys. You'll learn how to create and use research instruments, analyze data, and present findings in a visually-appealing and easy-to-understand manner that aligns with client/organizational goals.

MC406	KKSU-TV Reporting	Smith, Andrew	Being a television journalist means many things, and this class is where you get to be part of a real newsroom team. The students of Channel 8 News produce a weekly live television news program, learning all the positions that go into getting the news on the air. Students will anchor a newscast, report, produce weather and sports reports and learn and perform technical positions as well. Being a member of a journalistic newsroom teaches teamwork and performance under pressure, and students will walk away with skills and a portfolio that will be useful in helping obtain their first job.
MC409	Advanced Strategic Communications Writing	Lagree, Danielle	Strategic communication initiatives are not successful without clear, purposeful messaging crafted to meet the needs of appropriate audiences. Students will learn how to focus on strategy and use the “Start with Why” approach to develop meaningful messages aimed to accomplish organizational goals. Emphasis is placed on brainstorming, crafting an organization’s “why”, and communication theory that helps us understand what motivates people to change their attitudes and encourage behavior. A hands-on learning approach, students will work in teams to create messages for different platforms (feature stories, social media, advertising, etc.), aimed at diverse audiences, for organizations representing a variety of industries (nonprofit, retail, government, etc.). Upon course completion, students will have professional writing works to add to their portfolios.
MC410	Sports Reporting	Smith, Andrew	One of the biggest entertainment industries in America, competitive sports is a way of life for many, and those who report on the issues and competitors are on the same ride. In this class, students will learn about the history and landscape of sports reporting in America, and learn the skills to become a sports reporter. Students discuss and put into practice the sports storytelling techniques that are successful today, hear from many industry professionals and try their hand at all aspects of sports journalism.
MC416	Photojournalism	Glasscock, Kelly	Photojournalism is an in-depth study of documentary photography and how to create images with greater meaning and impact. Simply put, this is not an introduction to photography class. This course is an introduction to the great tradition of documentary photography. Students learn to see the world around them in a new way and produce documentary stories. By the end of the course, students will demonstrate the ability to employ documentary photojournalism techniques to capture photographs that contain the emotions and circumstances of the people photographed. They will also learn how to construct a story in pictures, connected by a visually recognizable theme or topic using varying story structures. Students can expect a great deal of time spent outside of class researching assignments and taking photographs. Keep in mind, this is not like a typical class where you can complete your reading and writing assignments independently. Photojournalism doesn't work that way. You will be heavily dependent on other people's schedules, as well as when good light will be available.
MC426	Magazine Editing and Design	O'Daniel, Spencer	Magazine, Editing and Design creates our alumni publication called Update magazine. The class focuses on the craft of magazine writing and the beauty of trendy, well executed publication design. The class will also take a look at current design trends in the magazine industry and how to effectively use 21st century design in the publication they create. The course will also feature several former JMC alumni who provide valuable insight on how to work with the staff on producing a magazine on a tight deadline, how to portray an individual through a profile and how to create the most effective magazine that balances profile/feature writing with a pinch of public relations writing. In its entirety, this course will cover writing strategies, concepts of magazine audience strategy and understanding of reporting, editing, ethical decision-making, planning, design, photography and production for a print and online publication.
MC446	Advertising Media Planning	Olsen, Katie	Have you ever thought about the “How?” and the “Why?” when it comes to your favorite TV commercial? Why is it playing during that specific show, or why is that print ad targeting you in the latest edition of your favorite magazine? In Advertising Media Planning, we will dive into the strategy and concepts that go into making decisions that impact both companies and consumers every day. You will research and create all aspects of a media plan, and you will get a chance to interact with media planning professionals that execute these plans on a daily basis!

MC466	Law of Mass Communications	Staff	Constitutional law, in the form of the First Amendment, guarantees freedom of speech and press, but the interpretation is a complex process involving common law, statutory law, executive law, administrative law and our court system. In a digital world of social media, how does the law define speech and press? Can you be found liable for defaming someone when the information you published contains only factual statements? What are your legal responsibilities and if subject to a lawsuit, what are your defenses? The Law of Mass Communications is your guide to prepare yourself for your media career by gaining an understanding of contemporary law application in: intellectual property, privacy, defamation, confidential sources, access to the courts and public documents.
MC472	KKSU-TV Production	Hallaq, Tom	Being a leader in the media industry is a goal for many journalists. To be a successful leader, you must start learning early how to lead well. One of those first steps is working successfully as a content producer. KKSU-TV Production gets you started in the right direction as you learn from hands-on experience what it takes to lead a team of journalists to produce a television newscast. As a class we will learn and review the tools you need to be a successful producer and newsroom leader by producing a show each week. You will be required to be an active team member in the Channel 8 News newsroom by attending every story meeting, class session and newscast. In the end, you will become more confident in communicating as a newsroom leader and in managing a news staff.
MC477	Travel and Tourism Strategic Communications	DeSanto, Barbara	Travel and tourism is one of the world's top three industries. This course introduces the career field of strategic communication and promotion in tourism. You'll learn how public relations, advertising and marketing work together in the field, what global and local issues affect tourism and promotional strategies for different destinations.
MC491	Mass Communication Internship	Freeland, Gloria	Journalism and mass communications is a great field to be in. Through your courses, you've learned the following skills, which can translate to many internships and jobs: -Research (documents, data, interviews) -Writing - Ability to be a great storyteller, no matter the format or medium you use. If you've always wanted to go to London or Paris or Sydney, go for it! On the other hand, don't overlook your hometown or regional media outlets, strategic communications companies, non-profit organizations or chambers of commerce. An internship will give you great hands-on experience and can help you as you go forward in your journalism and mass communications career.
MC502	Strategic Communications Case Studies	Staff	Public Relations Case Studies is a course designed to provide future strategic communication professionals with an in-depth view of how PR works, from research to execution to evaluation. Rather than learning and practicing PR skills, students will engage in rigorous, critical reflection of PR cases; strategic thinking and in-depth discussion is essential during every class session. We will explore a variety of cases across different industries, contexts and situations to illustrate the complexities of the PR field and the different sectors within which PR operates. We'll do a deep dive into successful PR programs centered around community relations, internal/employee relations, corporate social responsibility, travel and tourism, crisis communications and much more!
MC580	Storytelling Across Platforms	Quinn, Sara	Technology is a big part of journalism and storytelling. As you walk into your first newsroom job, you need to be prepared to work in a storytelling arena that is still being invented—and will continually be refined. Extend what you have learned in print and broadcast courses to a real world, cross platform media environment. This class will expose you to various types of storytelling styles and trends in digital reporting through a hands-on process. You will produce stories in a variety of formats, with an eye to what works best for the given platform. You will learn to critically analyze strategy and content from professional media with a focus on when, where and how audiences want their news. This is the journalism sequence capstone course.

MC581	Strategic Communication Campaigns	Tefertiller, Alec	Strategic Communications Campaigns is the capstone course for the strategic communication sequence. It is designed to bring together students in public relations and advertising to produce a strategic communication campaign plan for an actual, real-world client. Students will work together in teams to research, identify target publics, develop creative executions, plan publicity, and develop a budget and media plan for a communication campaign. They will then pitch the campaign to their client. Activities include performing a SWOT analysis, conducting and presenting the results of primary research, developing a publicity plan, creating advertising creative and a media plan, and conducting a client pitch presentation.
MC589-A	Media Audiences	Thomas, Jana	This course explores the meaning of "audience" and how it has undergone significant historical shifts as new forms of mediated communication have evolved audiences from simply viewers to consumers, producers, participants and performers. Topics covered include audience measurement and ratings, consumer behavior, uses and gratifications, interactive audiences, media fandom and audience subcultures.
MC589-ZB	Entertainment Strategic Communication	DeSanto, Barbara	This course focuses on the entertainment industry as a global powerhouse that showcases cultures, generates economic wealth, and influences and reflects contemporary life. This course includes the role that public relations strategies and tactics, including media relations, fan engagement, and issues and crisis management. Topics in this course include: <ul style="list-style-type: none"> *how public relations/strategic communicators work in the promotional structures of different entertainment components, such as studios and production houses; *how public relations/strategic communicators work with different promotional and media components in the entertainment industry; *exploring issues of diversity including cultural groups, ethnicity, gender, and sexual orientations; managing issues before they turn into crises; finding jobs in the entertainment industry.
MC589-ZA	Social Media News Strat	Smith, Andrew	Intersession class. In the changing world of multi-media journalism, social media has become an essential part of dissemination, both as a breaking news platform and a distribution method for finished products. This class will trace a brief history of the rise of social media and its current effect on local news media in news selection and news gathering. Students will follow news organizations' coverage from breaking news to finished product on multiple platforms and create strategies to better utilize social media in the digital age. By studying multi-platform journalism, and the effect on news selection, students will gain a greater appreciation and understanding of the role of social media in news dissemination and prepare to enter the workforce with an understanding of the power of social media.
MC662	International and Intercultural Public Relations	Muturi, Nancy	The world has become a "global village" which means you may be living and working in a different country. Countries have also become diverse and will continue to do so over time which increases your chances of working with diverse populations. This course will prepare you for life and work in a multicultural US society and in a diverse world. You will also learn how public relations is practiced in various countries. We will explore cultures, economic, political systems in various countries that dictate how they practice public relations. MC 662 is an advanced elective for PR students.
MC712	Environmental Communications	Baker, Lauri	Combines theoretical discussions with practical experience regarding communications about environmental issues and provides introduction to natural and applied science topics related to the communications plan.
MC740	Colloq Mass Comm - Top/Media & Comm Engagement	Mwangi, Sam	This class explores the role of media in increasing civic engagement and public participation to strengthen citizen agency and the overall democratic process. By the end of the class, students should be able to (1) Define key concepts such as "public sphere," "imagined communities," "citizen journalism." (2) Understand the civic functions of media (3) Understand shifts in civic life brought by the rise of social networks and virtual worlds (4) Understand alternative communication narratives that promote civic life.

MC745	Communication/Leadership - Top/Seminar in Mass Comm Law	Moro, Nikhil	Analysis of mass communication freedoms and limitations in such areas as defamation, privacy, copyright, censorship, obscenity, and advertising and electronic media regulation.
MC750	Strategic Health Communication	Muturi, Nancy	Do you wonder why so many people know what is healthy and yet continue to engage in risky behaviors? Do you want a career in healthcare where you can design programs and exciting health campaigns? The course will provide you with skills in health communication research, theory and communication strategies that are used by major health organizations such as the Centers for Disease Control and Prevention (CDC) among others. Students in the course have previously designed campaigns that have attracted state funding, for example, the "Black Butterfly" campaign recently implemented in Topeka. Students have also presented findings from their research and won awards at State and National levels. Class meets one evening a week and is open to seniors and graduate students across disciplines. Seniors can also join MC 750 although it's best suited for graduate students.
MC760	Issues, Risk, and Reputation	Zhang, Angela	Promotes understanding of strategic communication and media as tools to prepare for, respond to, and recover from threats to organizational and brand reputation.
MC765	Communication Theory	DeSanto, Barbara	Theories are academic ways of explaining things that people see in their daily lives, so in this course the academic theory names are matched with the actions. Students work with the different human and mass communication theories throughout this class - at the end of the course they are able to confidently begin their own graduate research work.
MC780	Research Methods in Mass Communications	Cozma, Raluca	Survey of research methods used in the study of the mass media.
MC850	Applied Communication Research	DeSanto, Barbara	This course provides students with individual guidance in creating a graduate thesis or project proposal ready to be defended. Beginning with developing a research question, students complete this course by writing a short literature review, selecting and describing a research method, selecting a major supervising professor, and outlining their capstone project timeline