



Mass Communication

Course of Study

The Mass Communication major provides students with a foundation for understanding the mass media that can serve as an end in itself, as undergraduate preparation for graduate study or as training for a career in communication and allied professions. The foundation courses provide a broad background that enable students to choose from any of the four specialty tracks — print journalism, broadcast journalism, news convergence or public relations.

The Mass Communication major leads to a Bachelor of Arts degree that requires 120 semester hours for graduation. With the liberal arts focus, the Mass Communication major is expected to develop a competence in the use of English and a familiarity with a second language. The degree requires successful completion of 62 semester hours of General Education courses, including a foreign language, 21 semester hours of Mass Communication foundation courses, 12 semester hours of Specialty Track courses and 18 semester hours in a minor in another discipline. An 18-hour minor and 12-hour collateral are also available in Mass Communication. Our offices are located in the Cauthen Educational Media Center (CEMC).

Foundation Courses

- Introduction to Mass Communication
- News Writing
- Introduction to Public Relations
- Introduction to Broadcast Journalism
- News Editing
- Reporting
- Media Law & Ethics

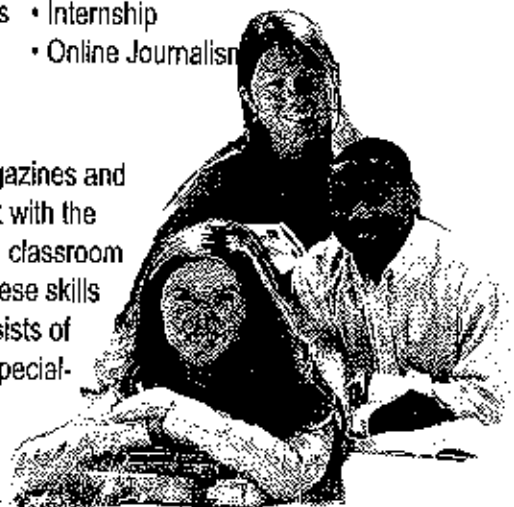
Specialty Track Courses

- Broadcast Production
- Opinion Writing
- Public Relations Techniques
- Broadcast Writing & Reporting
- Advanced Public Relations
- Broadcast Reporting & Producing
- Sports, Media & Society
- Media & Society
- Contemporary Issues in Public Relations
- Critical Issues in Mass Communication
- History of Journalism
- Environmental Reporting
- Photojournalism
- Foreign Reporting
- Convergence Journalism
- Covering Sports
- Feature Writing
- Page Layout and Design
- Internship
- Online Journalism

Print Journalism

The print option prepares students to begin their careers in newspapers, magazines and newsletters. The courses develop skills in writing, reporting and editing consistent with the conventions of professional journalism. Students utilize the computer in preparing classroom and laboratory assignments and are sent out of the classroom to do reporting. These skills courses advance skills introduced in the foundation courses. The Print Track consists of History of Journalism and three other courses chosen from the Print Journalism specialty list

Francis Marion University



Broadcast Journalism

The broadcast option prepares students to begin careers in broadcast journalism or for graduate school. Courses in both radio and television are offered. Students will use state-of-the-art nonlinear editing equipment and digital video cameras. The courses provide students with knowledge of broadcast news writing, field reporting and studio production along with behind-the-scenes support for the on-air talent. Higher numbered courses build on the skills introduced in the foundations courses. The Broadcast Track consists of Broadcast Writing and Reporting and three other courses chosen from the Broadcast Journalism speciality list.

Convergence Journalism

The convergence journalism option prepares students for a career in the multimedia work place or for graduate study. Students are encouraged to learn the newsgathering and feature writing techniques unique to print, on-line and broadcast journalism and be able to report, write and present each story for all three of the media platforms. The cultural values of each medium that inhibit crossover presentations will be discussed so that students will understand the strengths and limitations of the emerging practice. The Convergence Track consists of Convergence Journalism and three other courses chosen from the Convergence speciality list.

Public Relations

The public relations option prepares students for careers in business, industry, government, trade associations, professional societies and nonprofit organizations or for graduate school. The foundation course introduces the basic public relations principles, practices and theories. The track courses develop communication skills with assignments that include print and video news releases, feature stories, newsletters, brochures, public service announcements and web page development. In developing the skills and knowledge to create strategic messages, students are given assignments requiring them to develop a campaign for a specific client. The capstone course in the speciality deals with contemporary issues and crisis communication and involves students in discussions and activities designed to enhance the analytical thinking and problem solving skills necessary for success in the field. The Public Relations Track consists of Public Relations Techniques and three other courses from the Public Relations speciality list.

Extracurricular Activities

Outside the classroom, Mass Com students frequently choose to participate in the Student Media Association, the student newspaper, *The Patriot*, and in preparing material for distribution on Channel 11, the Government Access Channel.

Internships

Mass Com majors have opportunities to get experience in their chosen field with the local media through a formal course, Communication Internship. Apart from the course, the department helps link qualified students with media employers for non-academic work experience.

The Facilities of the John K. Cauthen Educational Media Center

Production facilities and equipment for the Mass Communication program are housed in the John K. Cauthen Educational Media Center. Included are two television studios and control rooms, computerized video editing and portable video production equipment. The professional staff of the Media Center works closely with the Mass Communication faculty to provide a comprehensive instructional program.

It is the purpose of the Media Center to improve teaching and learning opportunities for the campus and community through: acquisition and production of instructional materials; operation of a resource area for storage, distribution, utilization and retrieval of instructional materials and equipment; operation of distance learning facilities and operation of programs and facilities that encourage regional growth and development.

Admissions Process

Francis Marion University encourages all qualified students to apply for admission. All students applying for admission must pay the \$30.00 application fee and submit appropriate documents. Admission decisions are made on a rolling basis, meaning students are notified of their admission status as soon as their files are complete.

New freshman applicants must submit, along with a completed FMU Application for Admission, transcripts of high school coursework and an official score report from the SAT or ACT (these scores may also be included on the high school transcript). New freshmen must have completed 20 high school core courses including: four units of college preparatory English, three units of mathematics including Algebra I and II and Geometry (a fourth unit of higher-level math is strongly recommended), three units of social sciences (including one unit of U.S. History), three units of laboratory sciences, two units of the same foreign language, one unit of Physical Education, and four units of academic electives.

In evaluating freshman applications, the university will consider the high school record, SAT or ACT scores, recommendations and extracurricular activities.

Transfer applicants presenting fewer than 22 hours of transferable work are considered applicants for freshman standing, and in addition to the above requirements, must have attained at least a C average in their postsecondary work as indicated by official transcripts.

Financial Assistance

There are several forms of financial assistance and scholarship opportunities available for Mass Communication majors. Three annual scholarships ranging in value from \$200 to \$1000 are available for qualified students interested in careers in print journalism. Five annual scholarships, ranging from \$1000 to \$2000 each, are available for qualified students interested in careers in Broadcast Journalism. Students interested in a scholarship should contact the chair of the Department of Mass Communication to arrange an interview.

Other types of financial assistance include grants, loans and part-time employment on campus and off. Approximately 82 percent of FMU students receive some form of financial aid, totaling nearly \$30 million annually. A financial aid problem should not deter students from submitting an application for admission. The university makes every effort, within limits of available resources, to encourage and assist students in securing an education. For more information or to obtain financial aid forms, contact the FMU Office of Financial Assistance, phone 843-661-1190.

For More Information

For more information about the study of Mass Communication at FMU, please call or write:

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About FMU

Francis Marion University, founded in 1970, is one of South Carolina's 13 state-supported, coeducational universities. Classified by the Carnegie Foundation for Education as a comprehensive university, FMU takes pride in providing a strong liberal arts foundation in a broad range of undergraduate majors. At the graduate level, FMU offers programs in business, education and psychology. The Medical University of South Carolina (MUSC) joins the School of Business in offering the MBA with a concentration in health management.

While 95 percent of its nearly 4,000 students come from South Carolina, the University enrolls students from 27 states and 23 foreign countries, allowing students to experience the diversity of people from other cultures. FMU has an outstanding faculty of about 200 professors. About 83 percent of full-time faculty members hold doctoral or terminal degrees from America's leading universities. The student-faculty ratio is 17 to 1, and classes are taught by professors, not graduate students. Average class size is 22.

FMU has the look and feel of a small, liberal arts college with all the benefits of a state-supported, comprehensive university. FMU offers an excellent learning environment, small enough to afford students personalized attention from faculty and staff, and large enough to let students expand their intellectual curiosities.

The university is fully accredited by the Southern Association of Colleges and Schools (SACS), and several of FMU's academic departments or programs are accredited by specialized agencies.

Located about seven miles east of Florence, the 400-acre campus is known for its beautiful foliage and landscaping. The campus features modern classroom buildings, laboratories and residence facilities to provide a safe, comfortable learning environment for students. The campus also features a number of recreational facilities that are available for use by students, faculty, staff and alumni, and for use in intramural and intercollegiate athletic competition. These facilities are set amongst 100 acres of mixed pine-hardwood and bottomland forests accessed by a series of trails. Several acres have been set aside as an Arboretum that is being developed into a resource with many of the native species of the area.

Most university buildings have been constructed or renovated since 1970. Facilities are equipped with ramps, and those of more than one story are equipped with elevators. Though each building has its own unique design, all are planned for architectural harmony.

One of the busiest places on campus is James A. Rogers Library, the state's sixth biggest academic library and the largest library in northeastern South Carolina. It serves as a valuable resource for students, individual citizens, businesses and industries in the region. The library houses more than 400,000 volumes and provides access to a variety of electronic databases.

FMU offers to the community numerous programs and services in continuing education, technical and professional assistance, industrial and economic development, and artistic and cultural enrichment. Cultural activities, including concerts, lectures, plays, art exhibits and film series, are offered free to the public. FMU hosts two of the region's largest festivals – the Art's Alive festival in the spring and the Pee Dee International Festival in the fall.

The university is named in honor of Revolutionary War hero, General Francis Marion, who was nicknamed the "Swamp Fox" for using the South Carolina terrain to outfox the British.

Francis Marion University offers equal opportunity in its employment, admissions, and educational activities, in compliance with federally mandated civil rights legislation and corresponding State of South Carolina legislation. Francis Marion University adheres to the Americans with Disabilities Act and effort will be made to ensure that programs are accessible to individuals with disabilities.



Francis Marion University
Florence, South Carolina