

MEDIA COMMUNICATIONS ASSOCIATE IN SCIENCE AND CERTIFICATE OF ACHIEVEMENT



The Department of Media Communications' curriculum serves two purposes:

1. The Media Communications (MCOM) curriculum brings to the student an awareness of the impact of communications technology and programming in our daily lives and on society as a whole. We are experiencing a revolution in information availability and the expertise of media in manipulating that information. Most members of society remain unaware of the pervasive nature of this influence even though it has become a constant in their lives. The Department of Media Communications aims to make students more thoughtful consumers of mass media.
2. The courses offered in Media Communications are also designed to give students a working knowledge of the concepts, values, theoretical understanding, operational skills, rapidly developing technology, and experience necessary to succeed as competent professional communicators in the fields represented by the curriculum: Audio Production, Cross-Media Journalism, and Video Production.

The Department of Media Communications at Grossmont College enjoys a statewide and national reputation for excellence. The faculty, both full- and part-time, have been carefully chosen for their many years of experience in their fields and in the classroom. The career opportunities for majors in this department include positions in newspapers, news agencies, public relations, commercial and non-commercial television, radio, business and industry non-broadcast applications, videoconferencing, video production studios, education, and the growing fields of digital communications and multimedia.

Students may elect a program from these three areas: Audio Production, Cross-Media Journalism, or Video Production. The programs are designed to meet lower division transfer requirements or job entry requirements, depending on the goals of the student.

Career Opportunities

<https://www.grossmont.edu/student-support/career-center/resources.php>

Anchorperson
Newscaster
Audiovisual Specialist
Camera Operator
Cinematographer¹
Engineering Technician
Instructional Media Specialist
Lighting Director
News Director¹

Print Journalist¹
Production Assistant¹
Technical Director¹
Videographer
World Wide Web Journalist

¹ Bachelor's Degree or higher required.

The Program-level Student Learning Outcomes (PSLOs) below is an outcome that students will achieve after completing specific degree/certificate requirements in this program.

1. Students will analyze the functions and roles of mass media in US society.
2. Students will understand and apply the functions and principles of mass media within society.
3. Students will organize and synthesize the basic principles of their discipline knowledge and create applicable media.

Associate Degree Major Requirements Core Curriculum

Code	Title	Units
MCOM-110	Mass Media and Society	3
MCOM-112	Introduction to Reporting and News Writing	3
MCOM-116	Introduction to Audio Production	3
MCOM-117	Television Studio Operations	4
MCOM-210	Social Media in the Digital Age	3
Total Units		16

Note: Students must choose at least one area of emphasis.

Audio Production Area of Emphasis

Code	Title	Units
Core Curriculum		16
MCOM-113	Media Announcing	3
Select three units from the following:		3
MCOM-151	Media Internship 1	
MCOM-153	Media Internship 2	
MCOM-155	Media Internship 3	
Select one of the following sequences:		9
Sequence A.		
MCOM-119A	Radio Station Operations 1	
MCOM-119B	Radio Station Operations 2	
MCOM-119C	Radio Station Operations 3	
Sequence B.		
MCOM-216A	Audio Multi-track Production 1	
MCOM-216B	Audio Multi-track Production 2	
MCOM-216C	Audio Multi-track Production 3	
Total Units		31

Plus General Education (<https://catalog.gcccd.edu/grossmont/admission-information/general-education-transfer/>) and Elective Requirements

Recommended Electives

Code	Title	Units
MCOM-111	Introduction to Film Analysis	3
MCOM-118	Media Script Writing	3
MCOM-250	Introduction to Representation in the Media	3

Cross-Media Journalism Area of Emphasis

Code	Title	Units
Core Curriculum		16
MCOM-118	Media Script Writing	3
MCOM-119A	Radio Station Operations 1	3
MCOM-212	Multimedia Reporting	3
Select one of the following:		3
MCOM-132A	Student News Production 1	
MCOM-132B	Student News Production 2	
MCOM-132C	Student News Production 3	
Select three units from the following:		3
MCOM-151	Media Internship 1	
MCOM-153	Media Internship 2	
MCOM-155	Media Internship 3	
Total Units		31

Plus General Education (<https://catalog.gcccd.edu/grossmont/admission-information/general-education-transfer/>) and Elective Requirements

Recommended Electives

Code	Title	Units
MCOM-113	Media Announcing	3
MCOM-217	Television/Video News Producing and Directing	3
MCOM-250	Introduction to Representation in the Media	3

Video Production Area of Emphasis

Code	Title	Units
Core Curriculum		16
MCOM-111	Introduction to Film Analysis	3
MCOM-118	Media Script Writing	3
MCOM-120	Single Camera Video Cinematography	3
MCOM-230	Digital Program Production	3
Select three units from the following:		3
MCOM-151	Media Internship 1	
MCOM-153	Media Internship 2	
MCOM-155	Media Internship 3	
Total Units		31

Plus General Education (<https://catalog.gcccd.edu/grossmont/admission-information/general-education-transfer/>) and Elective Requirements

Recommended Electives

Code	Title	Units
MCOM-217	Television/Video News Producing and Directing	3
MCOM-250	Introduction to Representation in the Media	3

Certificate of Achievement

Any student who chooses to complete only the requirements for one of the areas of emphasis plus the Media Communications core curriculum qualifies for a Certificate of Achievement in:

- Media Communications – Audio Production
- Media Communications – Cross-Media Journalism
- Media Communications – Video Production

An official request must be filed with the Admissions and Records Office prior to the deadline as stated in the Academic Calendar.