

# MEDIA COMMUNICATIONS (MCOM)

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## MCOM-105

### Introduction to Electronic and Digital Media **3 UNITS**

3.0 hours lecture

This course introduces the history, structure, function, economics, content, and evolution of radio, television, film, the Internet, and new media, including traditional and mature formats. The social, political, regulatory, ethical and occupational impact of the electronic media are also studied. (CSU)

## MCOM-110

### Mass Media and Society **3 UNITS**

3.0 hours lecture

Survey of the forms, functions and controls of the mass media, including television, motion pictures, radio, the recording industry, magazines, print journalism, multi-media, and current or emerging mass media technologies. Emphasis will be placed upon the ways in which the media and society influence and change each other. (C-ID JOUR 100) (CSU/UC) (AA/AS-D, CSU-D, IGETC-4)

## MCOM-111

### Introduction to Film Analysis **3 UNITS**

3.0 hours lecture

This course introduces the close analysis of film and television texts. It examines the broad questions of form and content, aesthetics and meaning, and history and culture. Students explore the diverse possibilities presented by the cinematic art form through an examination of a wide variety of productions, national cinemas, and film movements. Topics include modes of production, narrative and non-narrative forms, visual design, editing, sound, genre, ideology, and critical analysis. (CSU/UC) (AA/AS-C, CSU-C1)

## MCOM-112

### Introduction to Reporting and News Writing **3 UNITS**

3.0 hours lecture

This course is an introduction to gathering, organizing, and writing news in journalistic style across multiple platforms, including the role of the journalist and related legal and ethical issues. Students will report and write based on their original interviews and research to produce news content for print, broadcast, and digital media. Experiences may include covering events, interviewing sources, writing under deadline, and implementing Associated Press style. (C-ID JOUR 110) (CSU)

## MCOM-113

### Media Announcing **3 UNITS**

2.0 hours lecture, 3.0 hours laboratory

Preparation and delivery of materials created by the student, or adapted from other works, before the microphone and/or camera. Participation in productions for radio and television. (CSU)

## MCOM-116

### Introduction to Audio Production **3 UNITS**

2.0 hours lecture, 3.0 hours laboratory

This course is an introduction to the theory and practice of audio production for radio, television, film, and digital recording applications. Students will learn the fundamentals of sound design and aesthetics, microphone use, radio broadcast writing, and digital recording equipment. Students gain hands-on experience recording, editing, mixing, and mastering audio. Upon completion, students will have basic knowledge of applied audio concepts, production workflow, equipment functions, and audio editing software. (CSU)

## MCOM-117

### Television Studio Operations **4 UNITS**

3.0 hours lecture, 3.0 hours laboratory

This course introduces the theory, terminology, and operation of a multi-camera television studio and control room. Topics include studio signal flow, directing, theory and operation of camera and audio equipment, switcher operation, fundamentals of lighting, graphics, video control and recording, and real-time video production. (CSU)

## MCOM-118

### Media Script Writing **3 UNITS**

3.0 hours lecture

This is an introductory course in writing for film and digital media. Emphasis is placed on preparing scripts in proper formats, including fundamental technical, conceptual, and stylistic issues related to writing fiction and non-fiction scripts for informational and entertainment purposes. It includes writing evaluation as a significant course requirement. (CSU)

## MCOM-119A

### Radio Station Operations 1 **3 UNITS**

Prerequisite: "C" grade or higher or "Pass" or concurrent enrollment in MCOM 116 or MCOM 113 or equivalent.

2.0 hours lecture, 4.0 hours laboratory

Introductory course in theory and practical application of techniques for radio broadcasting, streaming, and podcasting. Students will gain and practice practical knowledge of on-and off-air radio and audio productions in both live and pre-recorded audio-based media-distributed platforms. This includes recording equipment, mixers, digital audio production, radio program formats, broadcast radio writing, and announcing skills. The course focuses on day-to-day operations and individual involvement in on-air news operations and training in live radio broadcasting and remote operations. (CSU)

## MCOM-119B

### Radio Station Operations 2 **3 UNITS**

Prerequisite: "C" grade or higher or "Pass" in MCOM 119A or equivalent.

2.0 hours lecture, 4.0 hours laboratory

Intermediate course in theory and practical application of techniques for radio broadcasting, streaming, and podcasting. Students will continue to gain and practice practical knowledge of on-and off-air radio and audio productions in both live and pre-recorded audio-based media-distributed platforms. This includes recording equipment, mixers, digital audio production, radio program formats, broadcast radio writing, and announcing skills. The course focuses on day-to-day operations and individual involvement in on-air news operations and training in live radio broadcasting and remote operations. (CSU)

## MCOM-119C

### Radio Station Operations 3 **3 UNITS**

Prerequisite: "C" grade or higher or "Pass" in MCOM 119B or equivalent.

2.0 hours lecture, 4.0 hours laboratory

Advanced capstone course in theory and practical application of techniques for radio broadcasting, streaming, and podcasting. Students will successively continue to gain and practice practical knowledge of on-and off-air radio and audio productions in both live and pre-recorded audio-based media-distributed platforms. This includes recording equipment, mixers, digital audio production, radio program formats, broadcast radio writing, and announcing skills. The course focuses on day-to-day operations and individual involvement in on-air news operations and training in live radio broadcasting and remote operations. (CSU)

**MCOM-120****Single Camera Video Cinematography****3 UNITS**

2.0 hours lecture, 3.0 hours laboratory

This course introduces the theory, terminology, and operation of single camera video production, including composition and editing techniques, camera operation, portable lighting, video recorder operation, audio control, and basic editing. It examines foundational media law and ethics pertaining to visual creations and focuses on the aesthetics and fundamentals of scripting, producing, and directing on location, postproduction, and exhibition. (CSU/UC)

**MCOM-132A****Student News Production 1****3 UNITS**

Prerequisite: "C" grade or higher or "Pass" in MCOM 112 or equivalent.

1.0 hours lecture, 6.0 hours laboratory

The introductory course in a series of three, this student media practicum includes a lab that regularly produces a news or feature non-fiction product with a journalism emphasis by and for students and distributed to a campus or community audience. Includes weekly news assignments and a variety of student media across multiple platforms. The student will gain practical experience in design, visual, online, multimedia journalism, and emerging technologies. The publication is student-produced with student leadership. (C-ID JOUR 130) (CSU)

**MCOM-132B****Student News Production 2****3 UNITS**

Prerequisite: "C" grade or higher or "Pass" in MCOM 132A or equivalent.

1.0 hours lecture, 6.0 hours laboratory

This course requires higher skill level and leadership involvement than Media Communication 132A. This intermediate student media practicum includes a lab that regularly produces a news or feature nonfiction product with a journalism emphasis by and for students and distributes it to a campus or community audience. Includes weekly news assignments and a variety of student media across multiple platforms. The student will gain practical experience in design, visual, online, multimedia journalism, and emerging technologies. The publication is student-produced with student leadership. (C-ID JOUR 131) (CSU)

**MCOM-132C****Student News Production 3****3 UNITS**

Prerequisite: "C" grade or higher or "Pass" in MCOM 132B or equivalent.

1.0 hours lecture, 6.0 hours laboratory

This course requires the highest level of leadership in student news production. This advanced student media practicum includes a lab that regularly produces a news or feature nonfiction product with a journalism emphasis by and for students and distributes to a campus or community audience. Includes weekly news assignments and a variety of student media across multiple platforms. The student will gain practical experience in editorial leadership, design, visual, online, multimedia journalism, and emerging technologies. The publication is student-produced with student leadership. (CSU)

**MCOM-151****Media Internship 1****1 UNITS**

Prerequisite: "C" grade or higher or "Pass" in MCOM 112 or MCOM 116 or MCOM 117 or equivalent.

After securing a media-related internship, students will observe operations and work onsite for an average of five hours per week over a full-length semester. Students will report progress to the MCOM internship coordinator. A log will be kept on student activities at the production site. (CSU) 5 hours work experience per week, 60 volunteer hours or 75 paid hours.

**MCOM-153****Media Internship 2****2 UNITS**

Prerequisite: "C" grade or higher or "Pass" in MCOM 112 or MCOM 116 or MCOM 117 or equivalent.

After securing a media-related internship, students will observe operations and work onsite for an average of 10 hours per week over a full-length semester. Students will report progress to the MCOM internship coordinator. A log will be kept on student activities at the production site. (CSU) 10 hours work experience per week, 120 volunteer hours or 150 paid hours.

**MCOM-155****Media Internship 3****3 UNITS**

Prerequisite: "C" grade or higher or "Pass" in MCOM 112 or MCOM 116 or MCOM 117 or equivalent.

After securing a media-related internship, students will observe operations and work onsite for an average of 15 hours per week over a full-length semester. Students will report progress to the MCOM internship coordinator. A log will be kept on student activities at the production site. (CSU) 15 hours work experience per week, 180 volunteer hours or 225 paid hours.

**MCOM-210****Social Media in the Digital Age****3 UNITS**

3.0 hours lecture

This course examines the theory and ethics behind creating and consuming digital, social and mobile media. Students will examine the fundamentals of social media and social networks. Students will also analyze ethical standards and legal issues in social media, appraise personal uses of social media, and evaluate professional uses for mass communication or media professions. (CSU)

**MCOM-212****Multimedia Reporting****3 UNITS**

Prerequisite: "C" grade or higher or "Pass" in MCOM 112 or equivalent.

2.0 hours lecture, 3.0 hours laboratory

This course will provide an introduction to multimedia storytelling with a journalism emphasis. Techniques that will be explored include use of video, photos, audio, animation, and text to convey interactive news and feature stories through the Internet and other electronic media. It also will include techniques in digital research, critical thinking, and synthesis. (C-ID JOUR 120)

**MCOM-216A****Audio Multi-track Production 1****3 UNITS**

Prerequisite: "C" grade or higher or "Pass" in MCOM 116 or equivalent.

2.0 hours lecture, 3.0 hours laboratory

This course serves as an introduction to contemporary audio studio multi-track production and the use of multi-channel audio studio recording and mixing. Students will learn the fundamentals of digital multi-track recording and use of equipment. Students gain hands-on experience recording and editing audio. Emphasis is placed on pre-production, production, and post-production with the goal of enabling students to produce quality audio projects for use throughout the entertainment industry. (CSU)

**MCOM-216B****Audio Multi-track Production 2 3 UNITS**

Prerequisite: "C" grade or higher or "Pass" in MCOM 216A or equivalent.

2.0 hours lecture, 3.0 hours laboratory

This course requires a higher skill level and involvement than MCOM 216 A. This intermediate course focuses on contemporary audio studio multi-track production and the use of multi-channel audio studio recording and mixing. Emphasis is placed on pre-production, production, and post-production with the goal of enabling students to produce quality audio projects for use throughout the entertainment industry. Students participate in group and individual digital projects while exploring audio production applications. (CSU)

**MCOM-216C****Audio Multi-track Production 3 3 UNITS**

Prerequisite: "C" grade or higher or "Pass" in MCOM 216B or equivalent.

2.0 hours lecture, 3.0 hours laboratory

This course requires a higher skill level and involvement than MCOM 216B. This capstone course focuses on contemporary audio studio multi-track production and the use of multi-channel audio studio recording and mixing. Emphasis is placed on pre-production, production, and post-production with the goal of enabling students to produce quality audio projects for use throughout the entertainment industry. Students will engineer and lead other students in a full multi-track recording session and final edited mix. Students participate in group and individual project work to produce digital projects while exploring audio production applications and media sound design for distribution. (CSU)

**MCOM-217****Television/Video News Producing and Directing 3 UNITS**

Prerequisite: "C" grade or higher or "Pass" in MCOM 117 or equivalent.

Recommended Preparation: "C" grade or higher or "Pass" in MCOM 120 or equivalent.

2.0 hours lecture, 4.0 hours laboratory

Students will learn to function as a member of a television production crew and will work with the tools involved in studio and field productions. Students will produce short-form, television news-style productions that will be compiled for public dissemination. The course will cover contemporary practices, stages, and operations affiliated with electronic news productions. Students will learn the functions of the producer, director, and other essential production personnel specifically in a news production context. Students will produce content for documentary-style news packages in the field and studio. (CSU)

**MCOM-230****Digital Program Production 3 UNITS**

Prerequisite: "C" grade or higher or "Pass" in MCOM 120 or equivalent.

Recommended Preparation: "C" grade or higher or "Pass" in MCOM 118 or equivalent.

2.0 hours lecture, 3.0 hours laboratory

This capstone course provides the theory, terminology, law, and process of motion picture production for film and television. Topics include basic cinematography including the operation, function, and creative uses of pre-production, production and post-production equipment, scriptwriting, ethics, camera operations, shot composition, lighting, sound recording and mixing, and editing. Students will conceive, write, and shoot footage for a short documentary or narrative film project, working in small groups on all aspects of pre-production and acquisition. (CSU)

**MCOM-250****Introduction to Representation in the Media 3 UNITS**

3.0 hours lecture

This course will examine how socially constructed categories of gender, race, class, disability, sexuality, and ethnicity shape media texts and institutions as well as how media structure our understanding of these concepts through our everyday practices. Students will study and analyze representation within contemporary and historical media. Topics of discussion may include the role of the media outlets in setting societal norms, setting public agenda, and shaping popular perceptions. This course investigates the real and symbolic power of the media in shaping public opinion as expressed in contemporary global society. Students will consider representation and intersectionality of marginalized groups through the lens of critical studies and historical analysis. (CSU)