

MASS MEDIA STUDIES (MMS)

MMS-101 Mass Media (3)

Surveys the field of mass communications. Takes the theoretical position that mass communication is a social system, considering the functions, structure and performance of the individual medium, as well as the auxiliaries. Arts & Sciences Elective Code: A
Hours per week: 3.0 lecture

MMS-105 Audio Production (3)

Introduces audio production in the broadcast and file industry. Presents basic, intermediate, and advanced audio production principles and techniques. Learn how to operate the audio console, microphones, speakers, and sound recording devices. Add prerecorded music and sound effects utilizing audio editing software. Arts & Sciences Elective Code: A
Hours per week: 3.0 lecture

MMS-111 Video Production I (3)

Introduces basic principles and techniques used in video and film production. Focuses on producing, scriptwriting, directing, shooting, and editing through in-class demonstrations, lectures, and hands-on projects. Completes digital medial projects individually and in groups with an emphasis on storytelling. Enhances the critique process by screening videos in class. Arts & Sciences Elective Code: A
Hours per week: 3.0 lecture

MMS-131 News Reporting (3)

Involves an in-depth study of objective news reporting and advocacy journalism as well as training in writing leads, the news story, interviewing, copyright and editing. Arts & Sciences Elective Code: A; Comments: Ability to type 30 wpm required
Hours per week: 3.0 lecture

MMS-133 News Media Convergence (3)

Introduces skills required for print, broadcast and Web journalism. Students develop skills that include identifying news, interviewing and event coverage, researching, reporting, writing print and broadcast material and converting it to the Web. Final versions of stories will be evaluated for publication in the Communicate, broadcast on KSP News and posted to the Kirkwood Student Media Web site. Arts & Sciences Elective Code: A; Comments: Permission of program coordinator
Hours per week: 3.0 lecture

MMS-165 Media History (3)

Teaches the historical development of media in the United States from the earliest forms to the digital age. Explores the role of global media and its effect on culture and diverse audiences. Evaluates media messages using media literacy skills. Arts & Sciences Elective Code: A
Hours per week: 3.0 lecture

MMS-209 Video Production II (3)

Focuses on advanced directing, shooting, and editing techniques used in video and film production. Evaluates a college or community need for a video, plans a script and shooting schedule, maintains a shot sheet, and edits the final product. Reviews styles of digital media professionals. Arts & Sciences Elective Code: A
Hours per week: 3.0 lecture

Prerequisite: Take MMS-111.

MMS-215 Broadcast Writing and Performance (3)

Emphasizes scripts and commercial writing skills. Students will announce and perform before microphones and cameras. Arts & Sciences Elective Code: A
Hours per week: 3.0 lecture

MMS-220 Advanced Television (2)

Covers proper operation of remote video and audio equipment. Emphasizes script writing and videotape editing. Provides opportunity for final projects to be televised on the campus cable channel. Arts & Sciences Elective Code: A
Hours per week: 1.0 lecture, 2.0 lab

Prerequisite: Take MMS-104.

MMS-241 Public Relations and Marketing (3)

Examines the history and structure of the public relations industry. Analyzes the First Amendment and explores ethical issues. Students prepare a promotional campaign. Arts & Sciences Elective Code: A
Hours per week: 3.0 lecture

MMS-242 Media Ethics (3)

Examines various media codes of ethics, theories, and ethical dilemmas faced by media professionals. Introduces ethical decision-making and discusses both past and current examples of journalists who have been confronted with tough decisions. Discusses differences in how diverse audiences may interpret and interact with media. Arts & Sciences Elective Code: A
Hours per week: 3.0 lecture

MMS-243 Freedom of Expression (3)

Examines the historical, societal, political, and cultural aspects of the First Amendment in the United States. Analyzes major topics related to the meaning of freedom of expression. Arts & Sciences Elective Code: A
Hours per week: 3.0 lecture

MMS-920 Field Experience (3)

Provides on-the-job training in the media field. Arts & Sciences Elective Code: A; Comments: Permission of instructor/coordinator
Hours per week: 9.0 clinical

MMS-924 Honors Project (1)

Allows a qualified honors student to pursue a special concentration of study under the guidance of a faculty member. Requires completion of an honors project contract. May be taken more than once. Arts & Sciences Elective Code: A; Comments: Requires approval of supervising professor and dean
Hours per week: 1.0 lecture

MMS-928 Independent Study (1-3)

Allows the student to pursue a special concentration of study under the guidance of a faculty member. Requires an independent study contract. Arts & Sciences Elective Code: A; Comments: Requires approval of supervising faculty member and dean
Hours per week: 2.0 lab

MMS-948 Special Projects (1)

Provides opportunity to carry out a media project under professional direction. Arts & Sciences Elective Code: A
Hours per week: 2.0 lab