

DEPARTMENT OF STRATEGIC COMMUNICATION AND MEDIA

OVERVIEW

In the Department of Communication we believe in shaping not just graduates, but better humans. Our mission is to equip students with the essential skills needed to thrive in today's dynamic world. Students in our programs can expect to develop:

Highly Sought-After Skills: Communication consistently ranks as a top skill sought by employers, according to reputable sources such as NACE, Monster, Forbes, and other major publications. Whether it's presentational speaking, writing, or digital communication, our students are well-prepared for the ever-changing workforce.

Universal Relevance: Communication transcends boundaries and impacts every discipline, industry and culture. Communication skills can be applied in business, technology, politics or the arts. No matter where you go, effective communication is your key to success.

Professional Flexibility: Our programs are designed to prepare students for the real world. From interpersonal skills to cutting edge technology, we provide a comprehensive toolkit that is applicable in every industry.

CAREER OPPORTUNITIES

Communication is all about learning how to communicate information effectively. Strong communication skills are essential in all industries and are invaluable in helping organizations succeed. The Department of Communication prepares students for careers in broadcasting, social media, public relations, journalism, video production and content creation.

STUDENT EXPERIENCES

There are many experiences available to our students. For example, Lambda Pi Eta, a communication honorary society, recognizes our outstanding students and provides opportunities for greater involvement and leadership within the field of communication. Opportunities for active involvement in content creation and production are available with YSU Athletics (<http://www.ysusports.com>) (NCAA D1 sports productions), *The Jambar* (YSU's student newspaper), Rookery Radio (<http://www.rookeryradio.com>), and several student produced shows.

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Chair

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Professor

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Cary Wecht, Ph.D., Professor

Lecturer

Paul Ditchey, M.Ed., Senior Lecturer

Jaietta Jackson, M.A., Senior Lecturer

Dorian Mermer, M.A., Senior Lecturer

Majors

Bachelor of Arts in Communication

- Bachelor of Arts in Communication (<https://catalog.ysu.edu/undergraduate/colleges-programs/college-liberal-arts-social-sciences-education/departments-strategic-communication-media/ba-communication/>)

Bachelor of Arts in Journalism

- Journalism and Content Creation (<https://catalog.ysu.edu/undergraduate/colleges-programs/college-liberal-arts-social-sciences-education/departments-strategic-communication-media/ba-journalism/>)
- Journalism Sports Information (<https://catalog.ysu.edu/undergraduate/colleges-programs/college-liberal-arts-social-sciences-education/departments-strategic-communication-media/ba-journalism-sports-information-and-media-track/>)

Bachelor of Arts in Multimedia Communication

- Multimedia Communication (<https://catalog.ysu.edu/undergraduate/colleges-programs/college-liberal-arts-social-sciences-education/departments-strategic-communication-media/ba-multimedia-communication/>)
- Sports Broadcasting Track (<https://catalog.ysu.edu/undergraduate/colleges-programs/college-liberal-arts-social-sciences-education/departments-strategic-communication-media/ba-multimedia-communication-sports-broadcasting-track/>)

Bachelor to Master's Programs

- Communication, Bachelor's to Master's Track (<https://catalog.ysu.edu/undergraduate/colleges-programs/college-liberal-arts-social-sciences-education/departments-strategic-communication-media/ba-communication-bachelors-to-masters-track/>)
- Journalism, Bachelor's to Master's Track (<https://catalog.ysu.edu/undergraduate/colleges-programs/college-liberal-arts-social-sciences-education/departments-strategic-communication-media/ba-journalism-bachelors-to-masters-track/>)
- Bachelor of Arts in Multimedia Communication, Bachelor's to Master's Track (<https://catalog.ysu.edu/undergraduate/colleges-programs/college-liberal-arts-social-sciences-education/departments-strategic-communication-media/multimedia-communication-bachelors-to-masters-track/>)

Minors

- Minor in Communicating in Diverse Organizations (<https://catalog.ysu.edu/undergraduate/colleges-programs/college-liberal-arts-social-sciences-education/departments-strategic-communication-media/minor-communicating-diverse-organizations/>)
- Minor in Communication Studies (<https://catalog.ysu.edu/undergraduate/colleges-programs/college-liberal-arts-social-sciences-education/departments-strategic-communication-media/minor-communication-studies/>)
- Minor in Interpersonal Communication (<https://catalog.ysu.edu/undergraduate/colleges-programs/college-liberal-arts-social-sciences-education/departments-strategic-communication-media/minor-interpersonal-communication/>)
- Minor in Journalism (<https://catalog.ysu.edu/undergraduate/colleges-programs/college-liberal-arts-social-sciences-education/departments-strategic-communication-media/minor-journalism/>)

- Minor in Multimedia Communication (<https://catalog.ysu.edu/undergraduate/colleges-programs/college-liberal-arts-social-sciences-education/departments-strategic-communication-media/minor-multimedia-communication/>)
- Minor in Social Media Campaigns (<https://catalog.ysu.edu/undergraduate/colleges-programs/college-liberal-arts-social-sciences-education/departments-strategic-communication-media/minor-social-media-campaigns/>)
- Minor in Sports Information (<https://catalog.ysu.edu/undergraduate/colleges-programs/college-liberal-arts-social-sciences-education/departments-strategic-communication-media/minor-sports-information/>)

Certificates

- Certificate in Advocacy and Influence (<https://catalog.ysu.edu/undergraduate/colleges-programs/college-liberal-arts-social-sciences-education/departments-strategic-communication-media/certificate-in-advocacy-and-influence/>)
- Certificate in Content Creation (<https://catalog.ysu.edu/undergraduate/colleges-programs/college-liberal-arts-social-sciences-education/departments-strategic-communication-media/certificate-in-content-creation/>)
- Certificate in Interpersonal Networking (<https://catalog.ysu.edu/undergraduate/colleges-programs/college-liberal-arts-social-sciences-education/departments-strategic-communication-media/certificate-in-interpersonal-networking/>)
- Certificate in Media Relations (<https://catalog.ysu.edu/undergraduate/colleges-programs/college-liberal-arts-social-sciences-education/departments-strategic-communication-media/certificate-in-media-relations/>)
- Certificate in Professional Communication (<https://catalog.ysu.edu/undergraduate/colleges-programs/college-liberal-arts-social-sciences-education/departments-strategic-communication-media/certificate-in-professional-communication/>)
- Certificate in Social Media Strategy (<https://catalog.ysu.edu/undergraduate/colleges-programs/college-liberal-arts-social-sciences-education/departments-strategic-communication-media/certificate-in-social-media-strategy/>)
- Certificate in Sports Communication (<https://catalog.ysu.edu/undergraduate/colleges-programs/college-liberal-arts-social-sciences-education/departments-strategic-communication-media/certificate-in-sports-communication/>)

Communication Studies

CMST 1500 Exploring Communication 3 s.h.

Introduction to the world of media, journalism and communication with a focus on various functional areas and career opportunities. Development of the requirements of the communication professional including teamwork, information gathering and communication skills.

CMST 1545 Communication Foundations 3 s.h.

Theories, strategies, and skills for competent participation in interpersonal, group, and public communication situations. Application exercises in interpersonal, group, and public communication.

Prereq.: ENGL 1549 or ENGL 1550.

Gen Ed: Oral Communication, Oral Composition 2024.

CMST 1545C CE Communication Foundations 3 s.h.

Theories, strategies, and skills for competent participation in interpersonal, group, and public communication situations. Application exercises in interpersonal, group, and public communication.

Prereq.: ENGL 1549 or ENGL 1550.

Gen Ed: Oral Communication, Oral Composition 2024.

CMST 1545H Honors Communication Foundations 3 s.h.

Theories, strategies, and skills for competent participation in interpersonal, group, and public communication situations. Application exercises in interpersonal, group, and public communication.

Prereq.: ENGL 1550.

Gen Ed: Oral Communication, Oral Composition 2024.

CMST 2600 Communication Theory 3 s.h.

The study of significant theories of communication that reflect the diversity of communication studies and address different communication contexts: interpersonal, group, public, organizational, and mass.

Gen Ed: Social and Behavioral Science, Social Science 2024.

CMST 2610 Intercultural Communication 3 s.h.

The study of key historical and contemporary theories that affect communication across cultural boundaries. Exercises for improving communication skills in intercultural communication situations are included.

Gen Ed: Social and Behavioral Science, Social Science 2024, Social and Pers Awareness 2024.

CMST 2620 Science Communication 3 s.h.

Project-based course in planning and disseminating public messages that explain and use science ethically and effectively to inform and influence people.

Gen Ed: Oral Communication, Oral Composition 2024.

CMST 2630 Social Media Literacy 3 s.h.

Students develop a critical understanding of social media platforms, content curation, digital citizenship, and online ethics. Through a blend of theoretical concepts and practical applications, this course will equip students with the skills to navigate the digital landscape responsibly and effectively.

CMST 2650 Rhetoric of Film 3 s.h.

Conceptual examination and critical analyses of film including mythic, feminism, Marxist, auteur, genre, and rhetorical perspectives.

Prereq.: ENGL 1551.

CMST 2654 Community Engagement & Relations 3 s.h.

Examination of various socio-cultural, leadership, and organizational theories relative to community engagement and public relations. Exploration of the reciprocal relationship between organizations and community including mission and goal statements, programming, community feedback, internal and external communication and social movements.

Cross-Listed: MCOM 2654.

CMST 2655 Communication in Groups 3 s.h.

An introduction to theories and concepts relating to group communication effectiveness with practical career applications.

CMST 2656 Interpersonal Communication 3 s.h.

An examination of the skills necessary to develop, maintain, and evaluate one-to-one relationships. Through practical experiences from everyday life, the class examines what occurs when one person communicates with another.

CMST 3700 Quantitative Communication Research 3 s.h.

This course introduces students to quantitative research methods in communication studies, focusing on designing, conducting, and analyzing communication research. Students will gain skills in statistical analysis, survey design, and experimental methods.

Prereq.: 15 sh of Communication Studies including CMST 2600 with a grade of C or better and ENGL 1551.

CMST 3710 Qualitative Communication Research 3 s.h.

This course explores qualitative research methods in communication studies, emphasizing the design, collection, and interpretation of rich, contextual data. Students will learn foundational approaches such as interviews, focus groups, ethnography, and discourse analysis to investigate communication phenomena. The course combines theoretical grounding with hands-on practice, preparing students to conduct and critically evaluate qualitative research.

Prereq.: 15 semester hours of Communication Studies including CMST 2600 with a grade of C or better and ENGL 1551.

CMST 3717 Public Relations Campaigns 3 s.h.

Students will engage in analyzing target audiences, crafting persuasive messages, and effectively utilizing communication channels. Through case studies and hands-on projects, participants will design and implement a comprehensive PR campaign addressing real-world challenges and aligning with organizational objectives. Key topics include ethical considerations, crisis management, and the impact of digital media on public perception.

Prereq.: JOUR 2602.

Cross-Listed: MCOM 3717.

CMST 3740 Social Media Communication Strategy and Tactics 3 s.h.

Students learn strategies for managing personal and professional social media accounts, creating engaging content, and building strong online communities, focusing on community management, message design, and analytics.

Prereq.: CMST 2630.

CMST 3745 Individual Studies 1-3 s.h.

Student selects a special problem or issue in communication to research in detail under the direction of a faculty member, pending department committee approval. Repeatable to 6 hours.

Prereq.: Permission of instructor.

CMST 3746 Presentational Speaking 3 s.h.

In depth examination of the theory and practice of preparing and delivering presentations in today's work environment with emphasis of the impact of internet technology on the forms of oral communication presentations.

Prereq.: CMST 1545 or equivalent.

CMST 3747 Film Analysis: A Rhetorical Perspective 3 s.h.

Audience and critical rhetorical analysis of films. Approaches include Mythic, Genre, Auteur, Feminist, and Marxist with a focus on the rhetorical dimensions of the various perspectives.

CMST 3750 Gender Communication 3 s.h.

Principal concepts and issues of gender and communication as they apply to identity, and communication within and between the genders in a variety of contexts.

CMST 3754 Argumentation and Advocacy 3 s.h.

Developing critical thinking through systematic evaluation of critical thinking theories, principles, and practices of argumentation. This course will discuss critical thinking occurring in reading, writing, listening, and spoken discourse.

Prereq.: CMST 1545.

CMST 3754C CE Argumentation and Advocacy 3 s.h.

Developing critical thinking through systematic evaluation of critical thinking theories, principles, and practices of argumentation. This course will discuss critical thinking occurring in reading, writing, listening, and spoken discourse.

Prereq.: CMST 1545.

CMST 3756 Interviewing 3 s.h.

Theories of communication applied to interview situations with a special concern for developing student understanding of and skills needed to participate in one-to-one and panel interviews.

Prereq.: CMST 1545.

CMST 3757 Public Relations Writing 3 s.h.

Focus on the essential writing skills needed for effective public relations practice. Students will learn to create a variety of PR materials, including press releases, media kits, speeches, and social media content. Emphasizing clarity, persuasion, and audience engagement, the course will cover the principles of strategic communication and the importance of storytelling in PR. Students will refine their writing style and develop a critical eye for editing and feedback.

Prereq.: JOUR 2602.

Cross-Listed: JOUR 3757.

CMST 3790 Personal Brand Communication 3 s.h.

Introduction to the concepts personal brand communication, media image management, personal image repair, review of name-image-likeness (NIL) principles and practices.

CMST 4850 Social Media Campaigns 3 s.h.

This course equips students with the skills to develop, implement, and evaluate successful social media campaigns with a focus on strategic campaign implementation and lifecycle. Building upon foundational knowledge of social media, students will learn to craft compelling campaign strategies, create engaging content, and measure campaign performance.

Prereq.: CMST 1545 or CMST 2630.

CMST 4851 Communication Futures: Emerging Technologies and Trends 3 s.h.

This course explores the cutting-edge developments in communication technology and their impact on society. Students gain a deep understanding of emerging technologies, such as artificial intelligence, virtual reality, and augmented reality, and their potential applications in various fields.

Prereq.: Junior Standing.

CMST 4855 Interpersonal Communication Relationships 3 s.h.

Theories of relationship development, maintenance and termination. The impact of face-to-face and mediated communication on interpersonal relationships.

Prereq.: CMST 2600 and CMST 2656.

CMST 4859 Organizational Cultures 3 s.h.

Analysis of organizational cultures. Relationships between organizational culture and communication in modern organizations.

CMST 4879 Game Day Content Production 3 s.h.

Focus on producing attractive game day content for live events and TV audiences. This course guides students through the production process, focusing on strategic fan engagement. From inception to implementation and evaluation, students will gain practical experience in developing and managing impactful sports media projects.

Prereq.: MCOM 1570 or MCOM 2624 or permission of instructor.

Cross-Listed: MCOM 4879.

CMST 4896 Communication Internship 3 s.h.

Application of communication skills through supervised work experience. Students complete a minimum of 180 work hours. Internship placement is selective. May require travel.

Prereq.: Junior standing, 2.0 GPA, AND special approval required, OR special approval required.

CMST 4897 Communication Internship 2 3 s.h.

Application of communication skills through supervised work experience. Students complete a minimum of 180 work hours. Internship placement is selective. May require travel.

Prereq.: CMST 4896, Junior standing, 2.0 GPA, AND special approval required, OR special approval required.

CMST 4898 Media Analysis 3 s.h.

Application of methods of analysis to describe and critique the content of various types of media, including new media, news media, and entertainment media. Emphasis on the relationship between media content, uses, and effects.

Prereq.: CMST 3700.

CMST 4899 Senior Project 3 s.h.

Synthesis of research, writing, and presentation skills through the completion of a communication research project and professional development activity. Repeatable to a maximum of 6 s.h. Grading is Traditional/PR.

Prereq.: Senior standing, major in Communication Studies, 24 s.h. of communication studies major complete, including CMST 3700 or CMST 3799.

Gen Ed: Capstone 2024.

CMST 5810 Leadership, Diversity, and Belongingness in the Modern Workplace 3 s.h.

Experiential course exploring the concepts of leadership, diversity, and belonging in the modern workplace, focusing on intercultural communication, the benefits of a diverse workforce, and the challenges that organizations face in creating and maintaining an inclusive workplace.

Prereq.: None.

CMST 5845 Communication for Instructors and Trainers 3 s.h.

Experiential course for students interested in teaching or corporate training. The course introduces students to instructional design, instructional technologies, and best practices for teaching diverse learners in in-person, online, and hybrid courses.

Prereq.: none.

Cross-Listed: 4+1 for Multimedia Communication and Journalism students.

CMST 5850 Multimedia Content Creation 3 s.h.

Exploration and application of the art and science of multimedia content creation focused on skills to produce engaging, cross-platform content, multimedia storytelling, visual design, audio production, and interactive media, fostering their creative and technical proficiencies.

Prereq.: None.

CMST 5852 Conflict Management and Negotiation 3 s.h.

An in-depth analysis of the theories and variables influencing conflict management, resolution, and negotiation. Includes strategies and skills for mediation and arbitration.

Prereq.: Junior Standing.

CMST 5860 Persuasion and New Media 3 s.h.

Introduction to persuasion theory and application of theory to new communication media.

Prereq.: Junior standing.

CMST 5870 Advanced Public Relations 3 s.h.

This course examines and employs effective communication strategies for organizations in the contemporary world including in-depth exploration of advanced techniques, trends, and strategies that drive successful public relations campaigns, as well as foundational PR principles, and external communication concepts.

Prereq.: None.

CMST 5889 Theory of Sports and Communication 3 s.h.

CMST 5889. An overview of sports and communication, their symbiotic relationship and the social, cultural, and political impact of that relationship.

Prereq.: Junior Standing.

CMST 5898 Seminar 3 s.h.

A cooperative exploration of topics in communication studies. May be repeated up to 6 semester hours.

Prereq.: Junior standing.

CMST 6900 Survey of Communication Graduate Studies 3 s.h.

Orientation to teaching, learning, and research in the communication discipline for new graduate students.

CMST 6945 Communication for the Classroom Teacher 3 s.h.

The study of communication theory and practice appropriate for the prospective classroom teacher. Theories and application exercises focus on interpersonal communication, group communication, and classroom speaking.

CMST 6950 Computer Mediated Communication Research 3 s.h.

Theory, research, and application of CMC including examination of computer communication theories and relevant research methodologies, web design theory and critiques, blogging, podcasting, e-mailing, social media, multimedia storytelling. Design, implementation, and evaluation of CMC.

CMST 6953 Teamwork and Collaboration 3 s.h.

Principles and practices of group processes, critical thinking and creativity strategies, theory of group leadership and teamwork through collaborative strategies, conflict management and mediation, advanced group decision-making and problem solving, motivational strategies.

CMST 6957 American Corporate Culture 3 s.h.

Includes instruction in the types of cultures in American organizations, assessments of culture and climate, and best practices for shaping culture and improving climate to promote creativity, productivity, and employee satisfaction.

CMST 6970 Internship 3 s.h.

Communication-related work in a professional setting.

Prereq.: Special approval required.

CMST 6980 Qualitative Research Methods 3 s.h.

Introduction to and application of qualitative research methods relevant to business communication settings.

CMST 6990 Quantitative Research Methods 3 s.h.

Project-based course covering quantitative research methods, including surveys, experiments, and online analytics. Projects include data collection, analysis, and reporting using industry-standard software and platforms.

CMST 6991 Communication Problems: Independent Study 3 s.h.

Individual study and practical application of communication research principles to various organizational, group and mediated communication problems.

CMST 6994 Capstone 3 s.h.

Applied research paper on a communication topic. Oral presentation required. For non-thesis option students only. Thesis option students should take CMST 6995: Thesis.

Prereq.: Completion of the MA core courses.

CMST 6995 Thesis 3 s.h.

Research study on an applied communication topic. Oral presentation required. Total of 6 s.h. required for the MA thesis option. For thesis option students only. Non-thesis option students should take CMST 6994: Capstone.

Prereq.: Completion of the MA core courses.

CMST 6996 Thesis 2 3 s.h.

Research study on an applied communication topic. Oral presentation required. Total of 6 s.h. required for the MA thesis option. For thesis option students only. Non-thesis option students should take CMST 6994: Capstone.

Prereq.: Completion of the MA core courses AND CMST 6995.

CMST 6997 Thesis 3 1-3 s.h.

Research study on an applied communication topic. Oral presentation required. Total of 6 s.h. required for the MA thesis option. For thesis option students only. Non-thesis option students should take CMST 6994: Capstone.

Prereq.: Completion of the MA core courses AND CMST 6995 and CMST 6996.

Journalism

JOUR 2600 Investigative Reporting Workshop 1-3 s.h.

Students become part of a team of reporters. The program will identify one reporting project that will be the focus of this laboratory. Students are expected to participate in gathering and analyzing information and in the writing and/or production of stories.

JOUR 2602 Media Writing 3 s.h.

Introduction to writing for the mass media. Development of writing techniques and examination of styles and approaches used in writing for various mass audiences. Includes news stories, press releases, broadcast scripts and writing for online environments.

JOUR 2603 Media Ethics and Social Responsibilities 3 s.h.

Examination of ethical standards and moral theories and their practical application in professional mass communication through case studies. Students will learn to become active critics of media professionals.

Gen Ed: Arts and Humanities, Arts and Humanities 2024.

JOUR 2605 Journalism as Literature 3 s.h.

Examination of literary works by journalists. Study of journalism techniques transferred to literary storytelling.

Gen Ed: Arts and Humanities, Arts and Humanities 2024.

JOUR 2632 Introduction to Photojournalism 3 s.h.

The basics of photojournalism, including composition, lighting, editing, news judgment, and ethics.

JOUR 3716 Feature Writing 3 s.h.

Focus on writing stories that use facts, detail, structure and style to tell compelling non-fiction narratives. Students will pitch, report and write content including personality profiles, human interest stories and interviews.

Prereq.: ENGL 1551 or ENGL 1551H.

JOUR 3717 Editorial and Opinion Writing 3 s.h.

It emphasizes the principles and practices of crafting thoroughly researched and well-written editorials, columns, op-ed submissions, reviews, commentaries, and analysis pieces. Students will examine the purpose and impact of opinion journalism on targeted readers, political leaders, policy makers, and society at large.

Prereq.: ENGL 1550 with a C or better and Sophomore standing.

JOUR 3721L News Content Creation 1 3 s.h.

Application of the principles of news reporting skills in student media. Emphasis on basic reporting skills, media tools and content creation for print and television.

Prereq.: JOUR 2602.

JOUR 3723 Advanced Journalism Editing and Design 3 s.h.

Application of visual literacy and editing skills. Emphasis on editorial decision making, journalistic style editing, quantitative reasoning, fact-checking, and practice of traditional and multimedia design techniques.

Prereq.: JOUR 2622 or JOUR 3725 and JOUR 2624.

JOUR 3725 News Reporting 3 s.h.

Study of news reporting and writing, with emphasis on journalistic and AP style, development of news judgment, interviewing, and storytelling through traditional and new media. Coursework may require travel for reporting projects.

Prereq.: ENGL 1551.

JOUR 3726 American Media: History, Principles and Practices 3 s.h.

The development of American mass media, the role of media and its effects on American society. A survey course designed to familiarize students with the principles and practices involved in the industries associated with mass media.

Cross-Listed: MCOM 3726.

JOUR 3731L News Content Creation 2 3 s.h.

Application of the principles of news reporting skills in student media. Emphasis on beat reporting, advanced information gathering techniques and content creation for television, web and print. Pre-req: JOUR 3721L.

Prereq.: JOUR 3721L.

JOUR 3757 Public Relations Writing 3 s.h.

Focus on the essential writing skills needed for effective public relations practice. Students will learn to create a variety of PR materials, including press releases, media kits, speeches, and social media content. Emphasizing clarity, persuasion, and audience engagement, the course will cover the principles of strategic communication and the importance of storytelling in PR. Students will refine their writing style and develop a critical eye for editing and feedback.

Prereq.: JOUR 2602.

Cross-Listed: CMST 3757.

JOUR 3759 Sports Journalism 3 s.h.

Techniques of sports reporting with emphasis on game reporting, sports features, columns, photography and new media storytelling.

Prereq.: JOUR 2602.

JOUR 3761 New Media Journalism 3 s.h.

Focus on new trends and techniques of electronic news organizations. Emphasis on storytelling using multimedia and non-linear methods of delivery. Coursework may require travel for reporting projects.

Prereq.: JOUR 2622 or JOUR 3725 and JOUR 2624.

JOUR 3768 Journalism Individual Studies 1-3 s.h.

Student selects a package of stories to research, report and produce under the direction of a faculty member, pending approval by the faculty member. Multimedia storytelling is encouraged.

Prereq.: Junior standing or permission of instructor.

JOUR 3769 Sports Public Relations 3 s.h.

Students will learn about the key responsibilities in crafting and distributing messages for sports teams and athletes, with a special focus on the interplay between journalism and sports information. The course covers the essential elements of sports information and storytelling, and addresses ethical considerations in sports messaging, player identity, and audience engagement.

Prereq.: Junior Standing.

JOUR 3790 Documentary Storytelling 3 s.h.

Students will use journalism and production skills to create an in-depth visual report using documentary style. Students will be introduced to the practical considerations of making a documentary film, exposed to the various documentary styles and subject matter. Junior standing or permission of instructor.

Prereq.: Junior standing.

JOUR 4821 Advising Student Media 3 s.h.

Study of the role and responsibilities of the media advisor in high school and college. Topics include the unique legal and ethical concerns of student media, the training of student staff, the relationship of the student press to the academic administration, and publication-management concerns. Listed also as ENGL 4821.

Prereq.: JOUR 2622 or JOUR 3725 or ENGL 3741.

JOUR 4822 Magazine Writing and Reporting 3 s.h.

In-depth study of writing and reporting techniques for magazine journalists. Emphasis on learning freelance skills, getting work published, and marketing yourself as a magazine writer. Coursework may require travel for reporting projects.

Prereq.: JOUR 3725 or JOUR 2622, and JOUR 2624.

JOUR 4823 Advanced News Content Creation 3 s.h.

Emphasis on extended research, extensive interviewing and investigative reporting techniques. Coursework may require travel for reporting projects.

Prereq.: JOUR 3721L and JOUR 3731L.

JOUR 4824 Communication Law 3 s.h.

Study of First Amendment rights of the press and speech; examination of laws concerning libel, privacy, copyright, obscenity, censorship, open meetings and open records, broadcast regulation and commercial speech.

Prereq.: junior standing.

JOUR 4825 Selected Topics in Journalism 3 s.h.

Study of approaches to and special aspects of journalism not covered in depth in other journalism courses. May be repeated once with change of topic.

Prereq.: Junior Standing or permission of instructor.

JOUR 4890 Writing and Producing Television News 3 s.h.

Organization, preparation, and presentation of television news programs. Includes study of journalistic requirements of broadcast media and broadcast newsroom operation and writing style. Students will engage in story development, shooting/editing, script management, and on-camera performance.

Prereq.: Sophomore Standing.

Cross-Listed: TCOM 4890 and MCOM 4890.

JOUR 4893 Journalism Senior Project 3 s.h.

Capstone experience for journalism major. Individualized reporting projects with demonstration of advanced newsgathering and storytelling techniques.

Prereq.: JOUR 3731L AND senior standing.

Gen Ed: Capstone 2024.

JOUR 4894 Journalism Internship 3 s.h.

Application of journalism skills through supervised work experience. Students complete a minimum of 180 work hours. Internship placement is selective. May require travel.

Prereq.: junior standing, 2.0 GPA, and special approval required, OR special approval required.

JOUR 4895 Journalism Internship 2 3 s.h.

Application of journalism skills through supervised work experience. Students complete a minimum of 180 work hours. Internship placement is selective. May require travel.

Prereq.: JOUR 4894, junior standing, 2.0 GPA, and special approval required, OR special approval required.

Multimedia Communication

MCOM 1570 Sports Field Production 1 3 s.h.

A study of the electronic sports media as business and social forces; attention given to how media and sport industries grew as consorts into the Sports Media complex, basic legal and ethical considerations for sports media practitioners; the various platforms through which sports media content is offered; electronic sports media roles and careers; and the social implications of the electronic sports media.

MCOM 1570L Sports Broadcasting Lab 1 3 s.h.

Assignment to one or more production crews in conjunction with YSU Athletics and Horizon League Sports. Student responsibilities will be determined in light of skills and interests, as well as the production need.

MCOM 1595 Media Literacy and Culture 3 s.h.

This course offers a critical survey of the role played by mass communication in shaping culture. Individual media institutions are examined in terms of the information they distribute, the entertainment they provide, and the influence they exercise. Special attention is paid to the audience-medium relationship and the concept of media literacy.

Gen Ed: Social and Behavioral Science, Social Science 2024.

MCOM 2624 Communication Technology - Photo and Video 3 s.h.

Focus on the use of photographs and video to convey messages. Includes study of visual literacy, principles of image composition, use of still and video cameras, use of editing software.

Cross-Listed: JOUR 2624.

MCOM 2625 Communication Technologies: Aesthetics and Design 3 s.h.

Focus on the way visual and design elements are used to conceive, produce, and critique mediated messages. Includes the study of design principles using light, color, space, sound, motion, and mise-en-scene for print, video, and film messages.

MCOM 2654 Community Engagement and Relations 3 s.h.

Examination of various socio-cultural, leadership, and organizational theories relative to community engagement and public relations. Exploration of the reciprocal relationship between organizations and community including mission and goal statements, programming, community feedback, internal and external communication and social movements. Crosslist: CMST 2654.

MCOM 2683 Foundations of Multicamera Production 1 s.h.

An introduction to practices and procedures used in media production facilities.

Coreq.: MCOM 2683L.

MCOM 2683L Multicamera Lab 1 2 s.h.

A laboratory experience that introduces students to the practices and procedures basic to media production facilities.

Coreq.: MCOM 2683.

MCOM 2685 Producing 3 s.h.

This course offers students a comprehensive exploration of video and program creation, focusing on essential skills such as writing, editing, and utilizing electronic equipment to craft compelling content. Students will engage in hands-on experiences, focused on key tasks like interview preparation, location scouting, and talent management. Emphasis will be placed on effective communication strategies for organizing content and analyzing audience needs. By the end of the course, students will be equipped to produce high-quality productions that resonate with diverse audiences, enhancing their storytelling abilities and technical expertise.

MCOM 3711 Social Media Content Creation 3 s.h.

This project-based course provides an in-depth exploration of visual literacy concepts as they pertain to mobile production in the context of social media. Students will engage critically with the principles of photography, message design, videography, and audio production, learning the production process and examining how these elements contribute to effective content creation.

Prereq.: Sophomore Standing.

MCOM 3717 Public Relations Campaigns 3 s.h.

This course delves into the strategic development and execution of public relations campaigns across diverse platforms. Students will engage in analyzing target audiences, crafting persuasive messages, and effectively utilizing communication channels. Through case studies and hands-on projects, participants will design and implement a comprehensive PR campaign addressing real-world challenges and aligning with organizational objectives. Key topics include ethical considerations, crisis management, and the impact of digital media on public perception.

Prereq.: JOUR 2602.

Cross-Listed: CMST 3717.

MCOM 3726 American Media: History, Principles and Practices 3 s.h.

The development of American mass media, the role of media and its effects on American society. A survey course designed to familiarize students with the principles and practices involved in the industries associated with mass media.

Cross-Listed: JOUR 3726.

MCOM 3780 Presentational Literacy 3 s.h.

Examination of the theory and practice of preparing and delivering presentations in today's work and media environments. Examination of theories, techniques and major styles of delivery including use of advanced visual aids, voice control and delivering scripted and extemporaneous statements, stories and speeches.

Prereq.: CMST 1545.

Cross-Listed: TCOM 3780.

MCOM 3781L Audio Production 3 s.h.

Study of the concepts of audio production, including student production of various types of programs.

Prereq.: MCOM 2683 or TCOM 2683.

Cross-Listed: TCOM 3781.

MCOM 3782 Advanced Multicamera Production 1 s.h.

Study of studio production elements such as equipment, lighting, scene design, graphics, and special effects.

Prereq.: TCOM 2683 or MCOM 2683.

Coreq.: MCOM 3782L.

MCOM 3782L Multicamera Lab 2 2 s.h.

Application of studio production elements such as equipment, lighting, scene design, graphics, and special effects.

Prereq.: TCOM 2683 or MCOM 2683.

Coreq.: MCOM 3782.

MCOM 3784 Electronic Media Content Strategies 3 s.h.

A study of contemporary electronic media strategies involving the legacy broadcast media, traditional cable/satellite systems, and the evolving streaming media environment. Students will explore audience strategies, content development and competitive stratagems.3 s.h.

Cross-Listed: TCOM 3784.

MCOM 3787 Individual Studies 1-3 s.h.

Individual study and practical application of communication principles to various telecommunication problems.

Prereq.: Sophomore Standing.

MCOM 3791 Electronic Media Promotion and Sales 3 s.h.

An examination of the principles and practices of promotional and sales strategies used by electronic media. Analysis of rating-based systems used to determine strategies, as well as, relations with agencies and station representatives.

Prereq.: Sophomore Standing.

Cross-Listed: TCOM 3791.

MCOM 3793L Broadcast Sports Performance 2 s.h.

Students receive instruction on play-by-play announcing and on the preparation and extemporaneous discussion of player and team statistics, as well as, other appropriate sports-related information. Skills for conducting media interviews.

Prereq.: TCOM 3780 or MCOM 3780.

Cross-Listed: TCOM 3793.

MCOM 3794 Cross-platform Sports Broadcasting 3 s.h.

Examination of and instruction in new media technologies to deliver sports media content. Emphasis on how the interactive nature of online content changes traditional notions of presentation and distribution.

Prereq.: MCOM 1570 OR TCOM 1570, JOUR 2602.

Cross-Listed: TCOM 3794.

MCOM 3795L Sports Broadcasting Lab 2 3 s.h.

Assignment to one or more production crews in conjunction with YSU Athletics and Horizon League Sports. Student responsibilities will be determined in light of skills and interests, as well as the production need.

Prereq.: MCOM 1570L.

MCOM 4850L Applied Production 3 s.h.

Study of advanced techniques and procedures in media production through individual and group student-directed projects. Students will plan and manage a multi-faceted semester-long project from inception to execution.

Prereq.: MCOM 2624, MCOM 2625, MCOM 2685.

Cross-Listed: TCOM 4850.

MCOM 4879 Game Day Content Production 3 s.h.

Focus on producing attractive game day content for live events and TV audiences. This course guides students through the production process, focusing on strategic fan engagement. From inception to implementation and evaluation, students will gain practical experience in developing and managing impactful sports media projects.

Prereq.: MCOM 1570 or MCOM 2624 or permission of instructor.

Cross-Listed: CMST 4879.

MCOM 4882 Live Event Production 3 s.h.

Students will learn essential skills in quick decision-making and live production management through in-depth case studies and hands-on experiences. The course emphasizes techniques beyond traditional studio settings.

Prereq.: Junior Standing.

MCOM 4884L Video Production Direction 2 s.h.

Study and application of the communication roles and skills associated with video directing.

Prereq.: TCOM 3782 or MCOM 3782.

Cross-Listed: TCOM 4884.

MCOM 4888 Multimedia Communication Internship 3 s.h.

Application of media communication skills through supervised work experience. Students complete a minimum of 180 work hours. Internship placement is selective. May require travel.

Prereq.: Junior standing, 2.0 GPA, and special approval required, OR special approval required.

MCOM 4889 Multimedia Communication Internship 2 3 s.h.

Application of multimedia communication skills through supervised work experience. Students complete a minimum of 180 work hours. Internship placement is selective. May require travel.

Prereq.: MCOM 4888, Junior standing, 2.0 GPA, and special approval required, OR special approval required.

MCOM 4890 Writing and Producing Television News 3 s.h.

Organization, preparation, and presentation of television news programs. Includes study of journalistic requirements of broadcast media and broadcast newsroom operation and writing style. Students will engage in story development, shooting/editing, script management, and on-camera performance.

Prereq.: sophomore standing.

Cross-Listed: TCOM 4890, JOUR 4890.

MCOM 4897 Seminar 3 s.h.

Designed to investigate contemporary aspects of mass communications. May be repeated for credit if topic is different. Cross-Listed: TCOM 4897.

MCOM 4899 Senior Project 3 s.h.

Students demonstrate mastery knowledge in a variety of degree assessment areas. Synthesis of research, writing, and presentation skills through completion of portfolio and professional development project.

Prereq.: MCOM 2624, MCOM 2625, MCOM 2683, senior standing.

Gen Ed: Capstone 2024.

Telecommunication Studies

TCOM 1500 Orientation to Telecommunication Studies 1 s.h.

Survey of University and Department programs, policies, practices and facilities with particular emphasis on needs of telecommunication studies majors. Creation of telecommunication studies portfolio materials and other aspects of the Telecommunication Studies program. To be taken prior to TCOM 2682 and TCOM 2683.

TCOM 1510 Sports Field Production 1 1 s.h.

Assignment to one or more production crews in conjunction with YSU Athletics and Horizon League Sports. Student responsibilities will be determined in light of skills and interests, as well as the production need. May be repeated.

TCOM 1555L Radio Workshop 3 s.h.

Application of the principles of radio production and broadcasting skills in student media.

TCOM 1570 Introduction to Electronic Sports Media 3 s.h.

A study of the electronic sports media as business and social forces; attention given to how media and sport industries grew as consorts into the Sports Media complex, basic legal and ethical considerations for sports media practitioners; the various platforms through which sports media content is offered; electronic sports media roles and careers; and the social implications of the electronic sports media.

TCOM 1580 Introduction to Telecommunication Studies 3 s.h.

A survey course designed to familiarize students with the principles and practices involved in radio and television broadcasting, cable, and other electronic communication systems.

TCOM 1581 Telecommunication Technologies 2 s.h.

Operational principles of audio, data, and video telecommunication technologies.

TCOM 2610 Sports Field Production 2 1 s.h.

Assignment to one or more production crews in conjunction with YSU Athletics and Horizon League Sports. Student responsibilities will be determined in light of skills and interests, as well as the production need. May be repeated.

Prereq.: TCOM 1510.

TCOM 2682 Scriptwriting for Electronic Media 3 s.h.

Fundamentals of telecommunication media writing with emphasis on the theory analysis and practices in the preparation of continuity, news, and documentaries.

Prereq.: TCOM 1570 or TCOM 1580; TCOM 1581; and ENGL 1550 with a grade of "C" or better in all.

TCOM 2684 Broadcast News Practices 3 s.h.

Organization, preparation, and presentation of radio and television news programs. Includes study of journalistic requirements of broadcast media and broadcast newsroom operation.

Prereq.: TCOM 2682 and TCOM 2683 with a grade of "C" or better in both.

TCOM 3710 Sports Field Production 3 1 s.h.

Assignment to one or more production crews in conjunction with YSU Athletics and Horizon League Sports. Student responsibilities will be determined in light of skills and interests, as well as the production need. May be repeated.

Prereq.: TCOM 2610.

TCOM 3783 Telecommunications Regulation 3 s.h.

Responsibilities of electronic media communicators as prescribed by law and administrative agency policies, and court decisions. Analysis of the regulatory environment of broadcasters, common carriers, and cable.

Prereq.: TCOM 2682 and TCOM 2683 with a grade of "C" or better in both; major or minor in Telecommunication Studies.

TCOM 3786 Video Production 2 3 s.h.

Study and application of television production elements and editing. Production values of composition, transition, and sequence explored from a communication perspective. Students produce field-based productions.

Prereq.: TCOM 3782.

TCOM 3789 Electronic Media Interviewing 3 s.h.

A study and application of interviewing and reporting techniques, emphasizing the local news interview and public affairs reporting.

Prereq.: TCOM 2682 and TCOM 2683 with a grade of "C" or better in both.

TCOM 3790 Broadcast News Lab 3 s.h.

Study and lab in news programs for TV, radio and web. Requirements of broadcast media and newsroom operation. Students create the weekly webcast, Light the Wick, or similar content.

Prereq.: JOUR 2622 or TCOM 2682 or TCOM 2683.

TCOM 3792 Broadcast Sports Producing and Writing 3 s.h.

A study of the fundamentals of producing broadcast sports media content, including script development and line producing.

Prereq.: TCOM 1570, TCOM 2682, TCOM 2683 with a grade of "C" or better.

TCOM 4881 Telecommunication Management 3 s.h.

A study of the relationships of communication management with government, networks, ownership and other groups. Organization and procedures of typical units; common planning models.

Prereq.: TCOM 2682 and TCOM 2683 with a grade of "C" or better in both; major or minor in Telecommunication Studies.

TCOM 4885 Developments in Telecommunication Media 3 s.h.

Study and application of uses of telecommunication media apart from commercial broadcasting. Study of new technologies and their potential.

Prereq.: TCOM 2682 and TCOM 2683 with a grade of "C" or better in both.

TCOM 4886 Audience and Market Measure 3 s.h.

Methods of collecting, analyzing, and using information about media markets. Includes quantitative and non-quantitative techniques.

Prereq.: TCOM 2682 and TCOM 2683 with a grade of "C" or better in both.

TCOM 4887 Theories and Criticisms of Telecommunication 3 s.h.

Study of contemporary theories and research in telecommunication.

Prereq.: TCOM 2682 and TCOM 2683 with a grade of "C" or better in both; major or minor in Telecommunication Studies.

TCOM 4899 Capstone 2 s.h.

Students demonstrate mastery of knowledge in a variety of degree assessment areas. Students prepare and present a portfolio of their work. The course assists students in assembling and presenting the portfolio to department faculty and other interested parties. To be taken after achieving senior status as a Telecommunications Studies major.

Prereq.: senior status in Telecommunication Studies.

Gen Ed: Capstone 2024.