

Department of Electronic Media Communication

Dennis Oneal, Chair
Mass Communication 250

Barr, Berg, Bratten, Gordon, Harris, Heigle, Heinrich, Jimison, Johnson, Kalwinsky, Nichols, Norton, Pondillo, Spires, Quarles, Woodard, Zheng

Majors in this department work toward a Bachelor of Science degree with a major in Mass Communication and a concentration in Photography, Electronic Media Communication, or Digital Media Communication. The Electronic Media Communication concentration is further broken down into specialties—electronic media journalism, electronic media management, electronic media production, and digital animation.

Students in the Photography concentration take 36 to 40 hours of coursework and students in the Electronic Media concentration (electronic media production, electronic media journalism, electronic media management, or digital animation) take 33 to 40 hours of coursework in the College of Mass Communication. Students in the Digital Media Communication concentration take 21 to 40 hours of coursework in the College of Mass Communication. A minimum of 80 hours **must** be taken outside the college with **at least** 65 hours in the liberal arts and sciences. Total university credit for practicum and internship courses cannot exceed six hours.

The Department of Electronic Media Communication will not accept any more than 12 semester hours of transfer credit toward either a major or minor in the department. This is a maximum number of credits that will be accepted and does not constitute a guarantee that each student desiring to transfer up to 12 semester hours into the program will be granted credit for all transfer hours. Each case will be judged on an individual basis.

Transfer credit will not be granted for any course taken at a nonaccredited institution. Transfer credit **will** normally be granted for theory/concept courses such as American Media and Social Institutions if the credit comes from an accredited institution of higher education. Transfer credit **will not** normally be granted for production courses taken at other institutions. No transfer credit will be awarded for any production course taken at an institution not accredited by the Accrediting Council on Education in Journalism and Mass Communication. For

skills courses taken at an ACEJMC-accredited institution, transfer credit may be awarded on a case-by-case basis.

Further information on departmental procedures for awarding transfer credit is available from the department.

All students in the Department of Electronic Media Communication are required to complete one 18-hour minor in the liberal arts and sciences and may be required to complete a second minor depending upon the area of study. Students in the Electronic Media Communication (electronic media production, electronic media journalism, electronic media management, and digital animation), Digital Media Communication, and Photography concentrations may not minor in any area of the College of Mass Communication.

All sequences in the Department of Electronic Media Communication require admission to candidacy upon completion of 45 semester hours of university-level coursework. Specific requirements are listed below by sequence. Most upper-division courses in the department have admission to EMC candidacy as a prerequisite.

Curricular listings include General Education requirements in Communication, History, Humanities and/or Fine Arts, Mathematics, Natural Sciences, and Social/Behavioral Sciences categories as outlined on pages 64–67.

Concentration: Photography

The Photography program integrates technical competence and visual awareness. Experiences promote personal and professional growth toward careers in photography and media photography.

In addition to the core competencies outlined below, all Photography students take a two-dimensional design course in the Art Department.

Admission to Candidacy

To be admitted to candidacy in the Photography concentration, the student must meet the following requirements:

1. 45 hours completed before applying for candidacy
2. Grade of C (2.00) or better in each of the following:
 JOUR/EMC/RIM 1020
 JOUR 2710 or equivalent writing competency (grade of B or better in ENGL 1010 and 1020)
 ENGL 1010 and 1020
3. Grade of C or better in each of the following:
 PHOT 3040
 PHOT 2050
 PHOT 3110
4. Minimum GPA in PHOT 2050, 3040, and 3110 of 2.50
5. Minimum overall GPA in all college coursework of 2.50
6. Math course satisfying General Education requirements.

Recommended Curriculum**FRESHMAN**

ENGL 1010, 1020 (Comm)	6
COMM 2200 (Comm)	3
Natural Sciences (2 prefixes)	8
Mathematics	3
CSCI 1150	3
ART 1610	3
EMC/JOUR/RIM 1020	3
PHOT 2050	3

32**SOPHOMORE**

ENGL 2020 or 2030 or	
HUM 2610 (Hum/FA)	3
Humanities and/or	
Fine Arts (2 prefixes)	6
HIST 2010, 2020, or 2030	6
Social/Behavioral Sciences	
(2 prefixes)	6
PHOT 3040, 3110, 3120	9

30**Photography Required Courses****College Core:**

JOUR/EMC/RIM 1020 American Media and Social Institutions
 JOUR 2710 Media Writing (or equivalent writing competency)
 JOUR/EMC 4250 Mass Media Law OR
 PHOT 4190 Ethics and Law for Visual Communicators

Required Courses:

PHOT 2050 Basic Black and White Photography
 PHOT 3040 History of Photography
 PHOT 3110 Intermediate Photography I
 PHOT 3120 Intermediate Photography II
 PHOT 3810 Color Photo Communication I
 PHOT 4040 Color Photo Communication II
 EMC/PHOT 4060 Photojournalism
 PHOT 4280 Editorial Photography

Electives in Major:

Select three courses (total no more than 7 hours):

EMC/PHOT 3200 Still Digital Imaging
 EMC 4800 Seminar in Media Issues (photo related)
 EMC 4900 Individual Problems in Mass Communication
 PHOT 3580 Photography Practicum
 PHOT 4000 Photography Internship
 PHOT 4190 Ethics and Law for Visual Communicators
 PHOT 4220 Advanced Photojournalism
 PHOT 4270 Photo Illustration
 PHOT 4290 Documentary Photography

Total hours in the college: 33-40**Other Requirements:**

Minor in liberal arts or science
 ART 1610 Two-Dimensional Design
 CSCI 1150 Computer Orientation
 At least 65 semester hours in liberal arts and sciences

Total other requirements: 80-87**Concentration: Electronic Media Communication**

The Electronic Media Communication program blends theoretical and “hands-on” approaches to electronic media education. Students choose a specialty area that best fits their career goals. Students in the specialty areas of electronic media production, electronic media journalism, electronic media management, and digital animation enroll in EMC 2410, Introduction to Electronic Media (digital animation students may substitute EMC 2500, Survey of New Media) and EMC 3120, Sight, Sound, and Motion.

Electronic media journalism offers preparation for work in the electronic news field of reporting and news management. Electronic media production helps prepare graduates for work in production at television stations, production and postproduction houses, and corporate production settings. Studio

production courses are complemented with field production coursework. Electronic media management offers preparation for work in “behind-the-scenes” areas of broadcast stations and cable systems from programming to advertising and sales, combining the business and creative aspects of electronic media. Digital animation offers preparation for work in the television and video graphics professions. The specialty area also includes photo digital imaging, which is important to both the still photographer and the video animator. Students are encouraged to complete their education with internships in professional settings. Used for instruction are an electronic newsroom, a 100,000-watt FM radio station affiliated with National Public Radio, a student-operated FM station, a cable television channel, two TV studios, postproduction rooms, and a 40-foot mobile production lab.

Recommended Curriculum**FRESHMAN**

ENGL 1010, 1020 (Comm)	6
COMM 2200 (Comm)	3
Natural Sciences (2 prefixes)	8
CSCI 1150	3
JOUR/EMC/RIM 1020	3
Electives	6

29**SOPHOMORE**

ENGL 2020 or 2030 or	
HUM 2610 (Hum/FA)	3
HIST 2010, 2020, or 2030	6
Mathematics	3
Social/Behavioral Sciences	
(2 prefixes)	6
Humanities and/or	
Fine Arts (2 prefixes)	6
EMC 2410, 3120	6

30**Admission to Candidacy**

To be admitted to candidacy in the electronic media journalism sequence, the student must meet the following requirements:

- 45 hours completed before applying for candidacy
- Grade of C (2.00) or better in each of the following:
 JOUR/EMC/RIM 1020
 JOUR 2710, EMC 3020, EMC 3060, or equivalent writing competency (grade of B or better in ENGL 1010 and 1020)
 ENGL 1010 and 1020
- Grade of C or better in each of the following:
 EMC 2410
 EMC 3120
- Minimum overall GPA in all coursework of 2.50.
- Math course satisfying General Education requirements.

Electronic Media Journalism Requirements**College Core:**

JOUR/EMC/RIM 1020 American Media and Social Institutions
 JOUR 2710 Media Writing OR
 EMC 3020 Writing for the Electronic Media OR
 EMC 3060 Writing for Digital Media OR
 equivalent writing competency
 JOUR/EMC 4250 Mass Media Law (or equivalent competency)

Department core:

EMC 2410 Introduction to Electronic Media
 EMC 3120 Sight, Sound, and Motion

Specialty:

EMC 3410 Electronic Media News Writing
 EMC 3500 Electronic Media News Reporting and Producing
 EMC 3740 Advanced Electronic Media News Reporting and Producing

Select one:

EMC 3020 Writing for the Electronic Media
 EMC 3030 Electronic Media Advertising
 EMC 3110 Radio Station Operations

EMC 3140 Multi-Camera Directing and Producing
 EMC 3150 Single-Camera Directing and Producing
 EMC 3570 Broadcast Announcing/Performance
 EMC 4140 Electronic Media Programming
 EMC 4430 Electronic Media Management
 Mass Comm elective hours (6-13)

Total hours in the college: 33-40

Other requirements:

Minor in liberal arts

CSCI 1150 Computer Orientation OR

INFS 2200 Introduction to Microcomputing OR

INFS 3100 Principles of Management Information Systems

At least 65 semester hours in liberal arts and sciences

Total other requirements: 80-87

Admission to Candidacy

To be admitted to candidacy in the electronic media production sequence, the student must meet the following requirements:

1. 45 hours completed before applying for candidacy
2. Grade of C (2.00) or better in each of the following:
 JOUR/EMC/RIM 1020
 JOUR 2710, EMC 3020, EMC 3060, or equivalent writing competency (grade of B or better in ENGL 1010 and 1020)
 ENGL 1010 and 1020
3. Grade of C or better in each of the following:
 EMC 2410
 EMC 3120
4. Minimum overall GPA in all college coursework of 2.50.
5. Math course satisfying General Education requirements.

Electronic Media Production Requirements

College Core:

JOUR/EMC/RIM 1020 American Media and Social Institutions

JOUR 2710 Media Writing OR

EMC 3020 Writing for the Electronic Media OR

EMC 3060 Writing for Digital Media OR

equivalent writing competency

JOUR/EMC 4250 Mass Media Law (or equivalent law competency)

Department Core:

EMC 2410 Introduction to Electronic Media

EMC 3120 Sight, Sound, and Motion

EMC 3130 Television Production

Specialty:

EMC 3140 Multi-Camera Directing and Producing OR

EMC 3150 Single-Camera Directing and Producing

EMC 4940 Advanced Seminar (6 hours)

Elective hours (9-13)

Total hours in the college: 33-40

Other Requirements:

Minor in liberal arts

CSCI 1150 Computer Orientation OR

INFS 2200 Introduction to Microcomputing OR

INFS 3100 Principles of Management Information Systems

At least 65 semester hours in liberal arts and sciences

Total other requirements: 80-87

Admission to Candidacy

To be admitted to candidacy in the electronic media management sequence, the student must meet the following requirements:

1. 45 hours completed before applying for candidacy
2. Grade of C (2.00) or better in each of the following:
 JOUR/EMC/RIM 1020
 JOUR 2710, EMC 3020, EMC 3060, or equivalent writing competency (grade of B or better in ENGL 1010 and 1020)
 ENGL 1010 and 1020
3. Grade of C or better in each of the following:
 EMC 2410
 EMC 3120
4. Minimum overall GPA in all college coursework of 2.50.
5. Math course satisfying General Education requirements.

Electronic Media Management Requirements

College Core:

JOUR/EMC 1020 Understanding Mass Media

JOUR 2710 Media Writing OR

EMC 3020 Writing for the Electronic Media OR

EMC 3060 Writing for Digital Media OR

equivalent writing competency

JOUR/EMC 4250 Mass Media Law (or equivalent law competency)

Department Core:

EMC 2410 Introduction to Electronic Media

EMC 3120 Sight, Sound, and Motion

Specialty:

EMC 3030 Electronic Media Advertising

EMC 3110 Radio Station Operations

EMC 4010 Electronic Media Sales

EMC 4140 Electronic Media Programming

EMC 4430 Electronic Media Management

Major elective hours (minimum 3, maximum 10)

Total hours in the college: 33-40

Other Requirements:

Minor in liberal arts

CSCI 1150 Computer Orientation OR

INFS 2200 Introduction to Microcomputing OR

INFS 3100 Principles of Management Information Systems

At least 65 semester hours in liberal arts and sciences

Total other requirements: 80-87

Admission to Candidacy

To be admitted to candidacy in the digital animation sequence, the student must meet the following requirements:

1. 45 hours completed before applying for candidacy
2. Grade of C (2.00) or better in each of the following:
 JOUR/EMC/RIM 1020
 JOUR 2710, EMC 3020, EMC 3060, or equivalent writing competency (grade of B or better in ENGL 1010 and 1020)
 ENGL 1010 and 1020
3. Grade of C or better in each of the following
 ART 1610
 ART 1620
 EMC 3120
 CSCI 1150 or equivalent
4. Minimum overall GPA in all college coursework of 2.50.
5. Math course satisfying General Education requirements.

Digital Animation Requirements**College Core:**

JOUR/EMC/RIM 1020 American Media and Social Institutions

JOUR 2710 Media Writing OR

EMC 3020 Writing for the Electronic Media OR

EMC 3060 Writing for Digital Media OR

equivalent writing competency

JOUR/EMC 4250 Mass Media Law OR

PHOT 4190 Ethics and Law for Visual Communicators

Department Core:

EMC 2410 Introduction to Electronic Media OR

EMC 2500 Survey of New Media Communication

EMC 3120 Sight, Sound, and Motion

EMC 3130 Television Production

Specialty:

PHOT 2050 Basic Black and White Photography

EMC/PHOT 3200 Still Digital Imaging

EMC 3040 Electronic Graphics for Television

EMC 3300 Introduction to Digital Animation

EMC 3310 Intermediate Digital Animation

EMC 4300 Advanced Digital Animation

Electives (4 hours maximum)

Total hours in the college: 36-40**Other requirements**

Required Art minor (ART 1610, 1620, 1630, 1640 + 6 hours): 18

CSCI 1150 Computer Orientation

Digital animation students should take the first courses in their Art minor prior to taking digital animation courses.

At least 65 semester hours in liberal arts and sciences

Total other requirements: 80-84**Concentration: Digital Media Communication**

The Digital Media Communication concentration is an interdisciplinary program focusing on the development of interactive and new media. With a strong foundation in the rhetorical tradition of content development and visual communication, the program's practical and theoretical base prepares students for new media professions ranging from media convergence to multiplatform interactive productions.

Recommended Curriculum**FRESHMAN**

ENGL 1010, 1020 (Comm) 6

COMM 2200 (Comm) 3

Natural Sciences (2 prefixes) 8

Mathematics 3

CSCI 1150 3

EMC/JOUR/RIM 1020 3

Elective 3

SOPHOMORE

ENGL 2020 or 2030 or

HUM 2610 (Hum/FA) 3

Humanities and/or

Fine Arts (2 prefixes) 6

HIST 2010, 2020, or 2030 6

Social/Behavioral Sciences

(2 prefixes) 6

29 EMC 2500 3

ART 1610 3

Elective 3

30**Admission to Candidacy**

To be admitted to candidacy in the Digital Media Communication concentration, the student must meet the following requirements:

1. 45 hours completed before applying for candidacy
2. Grade of C (2.00) or better in each of the following:
JOUR/EMC/RIM 1020
EMC 2500
3. Grade of C or better in each of the following:
CSCI 1150
ART 1610
4. Grade of B or better in ENGL 1010 and 1020 or JOUR 2710
5. Minimum overall GPA in all coursework of 2.50.
6. Math course satisfying General Education requirements.

Digital Media Communication Requirements**College Core:**

JOUR/EMC/RIM 1020 American Media and Social Institutions

Digital Media Core:

ART 1610 Two-Dimensional Design

CSCI 1150 Computer Orientation

EMC 2500 Survey of New Media Communication

EMC 3120 Sight, Sound, and Motion

EMC 3460 Media and Messages

EMC 4460 Digital Communication Applications (6 hrs.) OR

EMC 4460 Digital Communication Applications (3 hrs.) AND

EMC 4000 Broadcast Internship (3 hrs.)

Legal/Ethical Competency

Choose one:

CSCI 3420 Social, Ethical, and Legal Implications of Computing

RIM 3700 Copyright Law

PHOT 4190 Ethics and Law for Visual Communicators

JOUR/EMC 4250 Mass Media Law

JOUR/EMC/RIM 3650 Free Expression, Mass Media, and the American Public

Media Writing Competency

Choose one:

JOUR 2710 Media Writing

EMC 3020 Writing for the Electronic Media

EMC 3060 Writing for Digital Media

Management/Marketing Requirement:*Choose one:*

MGMT 3610 Principles of Management

MKT 3820 Principles of Marketing

Specialties

Students should choose 15 hours from one of the two specialties below to complete the Digital Media Communication concentration.

Specialty A

GRAF 2950 Media Design Applications

GRAF 3010 Media Design and Visual Language

EMC 3130 Television Production

PHOT 3200 Still Digital Imaging (Photoshop)

EMC 3300 Introduction to Digital Animation

EMC 4940 Advanced Seminar - Electronic Media Production

RIM 3010 Audio Fundamentals

(MATH 1710 is a prerequisite for RIM 3010)

RIM 4200 Digital Audio Technology

ART 4280 Digital Illustration

CSCI 3038 Computer Languages: Python

Specialty B

PR 3360 Public Relations Communication

PR 3380 Public Relations Publications

PR 4740 Public Relations Campaigns

ADV 3480 Advertising Media Planning

ADV 4160 Advertising Copywriting

ADV 4170 Advertising Campaigns

JOUR 4850 Ethics and Mass Communication

EMC 4210 Mass Communication and Society

EMC 4430 Electronic Media Management

EMC/PHOT 4060 Photojournalism

PHOT 4220 Advanced Photojournalism

Total hours in the college: 39**Other Requirements:**

Required Art Minor (18 hours: ART 1610, 1620, 2310, 3930, 4390, and 4400)

At least 65 semester hours in liberal arts and sciences

Total other requirements: 81**Courses in Photo Communication [PHOT]**

See back of catalog for course descriptions.

Courses in Electronic Media Communication [EMC]

See back of catalog for course descriptions.

Honors College

The Department of Electronic Media Communication periodically offers the following courses in Honors: 1020, 2410, 3120, 4120, 4250, 4790, and 4800. See online class schedule and Honors information in this catalog.