

ASU-Main: College of Public Programs
 BIS Area of Concentration Check Sheet: **Mass Communication**
 Catalog Year(s): 2002–2005
 Advising Location and Phone Number: STAUF 207, (480) 965-5011

The Concentration in **Mass Communication** prepares students to utilize the mass media effectively in a wide variety of disciplines. The mass media continue to assume an ever-increasing role in the dissemination of information in our society. As public opinion is increasingly shaped by what we see and hear in the media, informed members of our society must achieve a high level of critical ability to enable them to discern the validity of mass-mediated messages. Students pursuing a concentration in Mass Communication will be prepared to interact with the media in the dissemination of information to the public.

Course Number	Course Title	Lower Division	Upper Division	Course Pre-requisites	GS Designation(s)
M MCO 110 Or M MCO 120	Introduction to Mass Communication Media and Society	3		ENG 101 or 105 or 107	SB
Choose 15 hours from the following:					
M JMC 200	Introduction to Electronic Media	3		2.0 GPA; 24 hours	
M JMC 270	Public Relations Techniques	3		2.0 GPA; 24 hours	
M MCO 240	Media Issues in American Pop Culture	3		2.0 GPA; 24 hours	
M MCO 418	History of Mass Communication		3	2.0 GPA; 24 hours	SB, H
M MCO 430	International Mass Communication		3	2.0 GPA; 24 hours	G
M MCO 435	Emerging Media Technologies		3	2.0 GPA; 24 hours	
M MCO 440	Applied Media Research		3	2.0 GPA; 24 hours	
M MCO 450	Visual Communication		3	2.0 GPA; 24 hours	HU
M MCO 456	Political Communication		3	2.0 GPA; 24 hours	SB
M MCO 460	Race, Gender, and Media		3	2.0 GPA; 24 hours	C
M MCO 473	Sex, Love, & Romance in the Mass Media		3	2.0 GPA; 24 hours	SB
M MCO 494	Special Topics – <i>see back page</i>		3	2.0 GPA; 24 hours	
Upper Division Hours Required			12		
Total Hours Required			18		

Requirements:

1. 18 hours of graded classroom coursework (no internship, no independent study).
2. MCO 110 or MCO 120 strongly recommended as prerequisite for any other MCO course.
3. 12 hours of coursework at the upper division level, from the approved list.
4. Minimum 12 hours credit must be earned at ASU Main Campus.
5. **"C" minimum grade required for all classes in the area of concentration.**

Eligibility:

1. A minimum 2.00 cumulative ASU GPA.
2. A major, or pre-major, other than journalism, broadcasting, or journalism & mass communication.
3. Must be at least a sophomore to take 400-level courses.

Departmental contact information regarding advising, course overrides, and evaluation of DARS exceptions:

Heidi A. Sommer; contact through email at Heidi.Sommer@asu.edu

BIS CONCENTRATION IN MASS COMMUNICATION

Special Topics Courses (those listed as MCO 494 courses) have varied course titles. Short course descriptions for these offerings are listed below:

MCO 494 The American Political Firm. (3) The images and information people have about politics and politicians comes primarily from the mass media. People seldom have "first hand" information or experiences with politics. The purpose of this class is to study the way films depict the political process, especially the electoral process, in America.

MCO 494 Media and Sports. (3) This course examines the changing role of sports in U.S. media. During the first half of the course, students will learn about the history of sports coverage in newspapers, magazines and books; on radio and television; and on the Internet. During the second half of the course, students will confront some of the current problems media outlets face as they cover sports. Those will include how much time or space media outlets devote to sports; how sports media deal with diversity; how media cover crime and sports; and how media cover women's sports and sports played by disabled athletes. The class will also give students the change to meet people who work in sports media and find out what their jobs are like.

MCO 494 Media and Politics: The Fourth Estate. (3) This course will allow students to expand, refine, and perhaps question, their knowledge of media in society and of the political system. Students will learn to understand and articulate the place of the press as the "Fourth Estate" in the political life of this nation.

NOTE: Additional MCO 494 Special Topics courses may be added in the future.