

BACHELOR OF ARTS IN MASS COMMUNICATIONS

Program Overview

The Department of Mass Communications provides the practical, theoretical, and ethical skills necessary for students to compete and lead in a diverse and highly technological society. The Department delivers quality education through an exciting curriculum that focuses on hands-on preparation and teaches students how to be critical thinkers who are competent in speaking, writing, editing, and communicating information in a digital environment.

Career Opportunities for Mass Communications Majors

The Bachelor of Arts degree in Mass Communications provides a hands-on educational experience that prepares students for a professional career in newspapers, magazines, film, radio, television, or multimedia journalism. The student majoring in Mass Communications may become a speechwriter, television or radio reporter, a newspaper columnist, community affairs liaison, an advertising agency account executive, a media marketing specialist, a communication consultant, a sports information specialist, or a public relations executive. Graduates are also qualified to pursue graduate study. These are just a few of the options available.

Objectives

In accordance with recommendations by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC), the following objectives have been adopted. Graduates of this program will:

1. Understand and apply the principles and laws of freedom of speech and press in the United States and around the world.
2. Demonstrate an understanding of the history and role of professionals and institutions in shaping communications.
3. Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.
4. Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.
5. Understand concepts and apply theories in the use and presentation of images and information. Demonstrate an understanding of professional, ethical principles and work ethically in pursuit of truth, accuracy, fairness, and diversity.
6. Think critically, creatively, and independently.
7. Conduct research and evaluate information by methods appropriate to the communications professions in which they work.
8. Write correctly and clearly in forms and styles appropriate for the communications professions, audiences, and purposes they serve.
9. Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style, and grammatical correctness.
10. Apply basic numerical and statistical concepts.

11. Apply tools and technologies appropriate for the communications professions in which they work.

GENERAL DEGREE REQUIREMENTS

Students completing the Bachelor of Arts degree in Mass Communications are required to complete at least the minimum credits stated in the four categories listed below.

General Education Requirements	45	Semester Hours
Departmental Requirements	30	Semester Hours
Major Field of Study Requirements	36	Semester Hours
Free Electives	<u>9</u>	Semester Hours
Total Semester Hours	120	

Admission Requirements

Students seeking to gain admission to the Bachelor of Arts degree program in Mass Communications must meet the following requirements:

The following criteria could not have been met prior to being admitted to the program.

1. Must have a GPA of at least 2.0.
2. Must have earned at least a “C” in SPCH 2300 – Speech Communication.
3. Must have a “P” grade in the GEEP courses.

Graduation Requirements

To graduate with a major or minor in mass communications, a student must:

1. Earn at least a “C” in all required departmental, major field of study, and mass communications approved elective courses.
2. Meet all General Education requirements, take the Rising Junior, Senior Comprehensive, and Major Subject Field Tests.
3. Candidates for the Bachelor of Arts degree in Mass Communications must have a minimum GPA of 2.0.
4. Candidates for the Bachelor of Arts degree in Mass Communications must complete an application for graduation and secure the approval of their advisor and school’s dean.

RECOMMENDED FOUR-YEAR CURRICULUM

Mass Communications

Freshman Year

First Semester			Cr. Hrs.	Second Semester			Cr. Hrs.
ENGL	1301	English Composition I	3	CISC	1300	Intro to Computing	3
HIST	2300	Intro to African American Studies	3	ENGL	1302	English Composition II	3
HIST	1301	United States History I	3	HIST	1302	United States History II	3
BIOL	1401	Intro. To Biology with Lab OR	4	MATH	1330	College Algebra	3
PHYS	1402	Intro. To Physical Science Lab		MCOM	1311	Intro to Mass Communications	3
PHED	1110	Fund. Of Health & Fitness I	1	PHED	1111	Fund. Of Health & Fitness II	1
GESS	1200	Academic Success	2	GEEP	1002	General Education Enrich Program	<u>0</u>
GESS	1100	Academic Success - PF	1				16
GEEP	1001	General Educ Enrich Program	<u>0</u>				
			17				

Sophomore Year

First Semester			Cr. Hrs.	Second Semester			Cr. Hrs.
ENGL	2311	World Literature I	3	ENGL	2301	Advanced English Composition	3
HUMA	2300	Humanities	3	ENGL	2350	Modern College Grammar	3
MCOM	2321	Mass Media Writing	3	MCOM	2312	Mass Communication Law and Ethics	3
RELI	1301	Survey of Religion and Philosophy	3	RELI	2301	Introduction to Ethics	3
SPAN	2301	Elementary Spanish I	3	SPAN	2302	Elementary Spanish II	3
GEEP	2001	General Educ Enrich Program	0	SPCH	2300	Speech Communication	3
			15	GEEP	2002	General Education Enrich Program	0
							18

Junior Year

First Semester			Cr. Hrs.	Second Semester			Cr. Hrs.
CLAP	3099	Rising Junior Exam	0	MCOM		MCOM Option A or B (3 of 5)*	3
MCOM	3322	Mass Media in a Diverse Soc	3			Social Sciences Elective (2 of 6)	3
MCOM	3313	Basic Copy Editing & Graph Des	3			Social Sciences Elective (3 of 6)	3
MCOM		MCOM Option A or B (1 of 5)*	3			Free Elective (1 of 3)	3
		MCOM Option A or B (2 of 5)*	3			MCOM Option A or B (4 or 5)	3
		Social Sciences Elec (1 of 6)	3	GEEP	3002	General Education Enrich Program	0
GEEP	3001	General Educ Enrich Program	0				15
			15				

Senior Year

First Semester			Cr. Hrs.	Second Semester			Cr. Hrs.
MCOM	4314	Mass Comm Theory & Res	3	MCOM	4301	Internship in Mass Communication	3
		Social Sciences Elective (4 of 6)	3	MCOM		Free Elective (2 of 3)	3
		Social Sciences Elective (5 of 6)	3			Social Sciences Elective (6 of 6)	3
MCOM		MCOM Option A or B (5 of 5)*	3			Free Elective (3 of 3)	3
GEEP	4001	General Educ Enrich Program	0	GEEP	4002	General Education Enrich Program	0
CLAP	4098	Senior Exit Exam	0				0
			12				12

Total Semester Hours 120

General Education Requirements (45 hours)

			Semester Hours	
BIOL	1401	Introduction to Biological Sciences with Lab	OR	4
PHYS	1402	Introduction to Physical Sciences with Lab	(4)	
ENGL	1301	English Composition I		3
ENGL	1302	English Composition II		3
ENGL	2311	World Literature I		3
GESS	1200	Academic Success Seminar		2
GESS	1100	Academic Success Seminar – Personal Finance		1
HIST	1301	US History I		3
HIST	1302	US History II		3
HIST	2300	Introduction to African American Studies		3
HUMA	2300	Humanities		3
MATH	1330	College Algebra		3

PHED	1111	Fundamentals of Health and Fitness II	1
RELI	1301	Survey of Religion and Philosophy	3
SPAN	2301	Elementary Spanish I	3
SPAN	2302	Elementary Spanish II	3
SPCH	2300	Speech Communication	<u>3</u>
Total Semester Hours			45

Departmental Requirements			Semester Hours
CISC	1300	Introduction to Computing	3
ENGL	2301	Advanced English Composition	3
ENGL	2350	Modern College Grammar	3
RELI	2301	Introduction to Ethics	3
		Electives within the Social Sciences	<u>18</u>
Total Semester Hours			30

General Free Electives **9**

Courses Required to Satisfy the Major Field of Study Requirements for Mass Communications students:			Semester Hours
MCOM	1311	Introduction to Mass Communications	3
MCOM	2312	Mass Communications Law and Ethics	3
MCOM	2321	Mass Media Writing	3
MCOM	3313	Basic Copy Editing and Graphic Design	3
MCOM	3322	Mass Media in a Diverse Society	3
MCOM	4301	Internship in Mass Communications	3
MCOM	4314	Mass Communications Theory and Research	3
		Add Option A and/or Option B	<u>15</u>
Total Semester Hours			36

Choose **Option A (Public Relations)** and/or **Option B (Multimedia)**:

Option A: Public Relations			Semester Hours
MCOM	3321	Feature and Editorial Writing	3
MCOM	3354	Public Relations Writing	3
MCOM	3355	Public Relations Research	3
MCOM	4341	Public Relations Campaigns	3
MCOM	4342	Event Planning and Management	<u>3</u>
Total Semester Hours			15

AND/OR

Option B: Multimedia			Semester Hours
MCOM	3311	Radio Production	3
MCOM	3314	Television Production	3
MCOM	3344	Multimedia Reporting	3
MCOM	4340	Digital Editing Techniques	3
MCOM	4345	Photojournalism	<u>3</u>

Total Semester Hours 15

Courses Required to Satisfy a Minor in Mass Communications:

			Semester Hours
MCOM	1311	Introduction to Mass Communications	3
MCOM	2312	Mass Communication Law and Ethics	3
MCOM	2321	Mass Media Writing	3
MCOM		Mass Communications Electives (3000-4000 level)	<u>9</u>
Total Semester Hours			18

BACHELOR OF ARTS IN RELIGION

Program Overview

Religion has shaped human history and continues to define contemporary events because of its influence in life and thought. The study of religion is, therefore, an exploration of one of the primary activities of humanity.

Wiley University, an institution affiliated with The United Methodist Church, offers a Bachelor of Arts degree in Religion and a minor in Religion. The department contributes to the goals of the General Education component of the curriculum by training students in the general skills of critical thinking, development of values, and an introduction to the Christian faith. That training includes an interdisciplinary focus and a global awareness grounded on a kaleidoscope of interests within the study of religion. Areas of interest include history, sociology, anthropology, philosophy, psychology, science, literature, politics, ethics, music and sacred theater. This form of interdisciplinary inquiry utilizes skills and methodologies drawn from various disciplines within the School of Social Sciences and Humanities. It inculcates contemporary approaches to the academic study of religion and faith in guiding students into the examination of the major religious traditions with a view to understanding how they influence the lives of those who follow them and how they relate to Christian faith and practice.

Students who participate in this curriculum will have the ethical and moral education to pursue graduate studies or careers in ministry, hospitality, business, criminal justice, and law. Along with the spiritual awareness, both ethical and philosophical questions will be addressed, thus preparing the individual for academic rigor in each chosen field.

Career Opportunities for Religion Majors

An undergraduate degree in religion lends itself to careers in church and para-church organizations, teaching, and research. It also serves as pre-professional preparation for graduate and professional study in areas such as theology, law, psychology, and sociology.

Objectives

Objectives of the program in religion include the following:

1. Graduates of the baccalaureate program in religion will be able to demonstrate a depth of understanding and skills in their major field.