



Mass Media Student Advising Handbook

Department
of
Communication Arts

**DEPARTMENT OF COMMUNICATION ARTS
MASS MEDIA AREA**

Dr. Carl Cates, Department Chair
Prof. Frank Barnas, Area Head
Room 1011, Nevins Hall

The Department of Communication Arts is a multidisciplinary department with programs that lead to a BFA degree with a major in mass media with emphases in audio, video, broadcast journalism, and international documentary production.

The programs in the department are designed to give the student knowledge, skills, and values that build upon the foundation provided by the University Core Curriculum and that are required for professional careers in the entertainment industries including: radio, television, film, the Internet and music industries. Moreover, the department's programs stress the importance of critical thinking skills, an appreciation for diverse cultural perspectives, and the application of knowledge to the specific areas found in the department. The Bachelor of Fine Arts is a professional degree, preparing students for immediate impact in their careers.

GRADE POINT AVERAGE REQUIREMENT FOR THE BFA WITH A MAJOR IN MASS MEDIA

Students entering the University directly from high school may declare a major in mass media. In order to continue as majors, students must maintain a GPA of 2.5 or higher on all course work undertaken. If a student's overall GPA falls below 2.5, the student will have one semester (fall or spring) to bring it back up to or above 2.5. If the overall GPA remains below 2.5 for two consecutive semesters, the student will be requested to change majors. Any student who fails to respond to that request will automatically be transferred to an undeclared major status.

Students who enter the University as transfer students who wish to declare a major in mass media must have a GPA of at least 2.5 on all course work undertaken. Upon acceptance as a major, a student must maintain an overall 2.5 GPA as described above. Students changing majors from another program within the University must also have at least a 2.5 overall GPA to transfer to the mass media major, and they will be subject to the same maintenance requirements already described.

CAREER OPPORTUNITIES

According to the latest marketing research, most technical positions requiring computer skills and related software applications are in high demand. The Mass Media area addresses such demands and offers courses that apply to all facets of computer technology pertaining to the media related markets. Media positions need not be solely in the entertainment field but are incorporated in departments within most industries.

With today's unyielding demand for both the technically trained and creative producers, each emphasis in Mass Media gives students the essential skills in hands-on experience in management, technical abilities, and the creative process.

Students are highly encouraged to participate in many of the productions and internships available in Valdosta and the surrounding area. It is an important component to the Mass Media program to offer students experiential learning in particular by working on VSU TV productions.

MASS MEDIA FACULTY

Mr. Frank Barnas, Professor

MFA, University of Texas
BJ, University of Missouri
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Specialization: Broadcast Journalism

Mr. Mike Savoie, Associate Professor

MFA, University of New Orleans
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Specialization: Digital Media and Video Production

Dr. Larry Etling, Associate Professor

PhD, University of Georgia
MA, University of North Dakota
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Specialization: Audio Theory

Mr. Pat McGuire, Assistant Professor

MFA, University of New Orleans
BA, University of New Orleans
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Specialization: Video Production

Ms. Sherlyn Freeman, Assistant Professor

MFA, School of Visual Arts, New York
BFA, Grambling State University
sfreeman@valdosta.edu
Specialization: Digital Media and Broadcast Journalism

Mr. Brian Day, Assistant Professor

MFA, University of New Orleans
BA, Lock Haven State University
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Specialization: Video Production, Post-Production,
Screenwriting

Mr. Michael Taylor, Instructor

MA, Eastern Washington University
BA, Eastern Washington University
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Specialization: Audio Production and Radio

Mr. Walter Rollenhagen, Technical Support

BFA, Valdosta State University
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STUDENT RESPONSIBILITIES

Read the following guidelines carefully as this information is important in distinguishing the differences in responsibilities of students, professors, and advisors.

CLASSES:

1. It is your responsibility as a student at Valdosta State University to attend all meetings of classes for which you are enrolled and to arrive on time. The Department of Communication Arts adheres to VSU's policy on attendance as it appears on p. 79 of the Undergraduate Catalog that reads as follows: "A student who misses more than 20% of the scheduled classes of a course will be subject to receiving a failing grade in that course."
2. It is your responsibility to complete all assignments for classes in a timely manner and to submit them to your instructor in appropriate form.
3. It is your responsibility to contact your instructor when you are having difficulty with your work or meeting class requirements.

ADVISING:

1. It is your responsibility to meet all VSU legislative and program of study requirements for graduation, NOT your advisor's.
2. It is your responsibility to set up appointments with your advisor for registration.
3. It is your responsibility to arrive on time for these appointments and to be prepared with a tentative schedule.
4. It is your responsibility to track your progress toward completion of your degree.
5. If you do not register for the classes you have been advised to take, it is your responsibility to notify your advisor.
6. If you withdraw from a class you have been advised to take, it is your responsibility to notify your advisor. This should be discussed with your advisor before you withdraw from any course.
7. It is your responsibility to maintain your GPA above a 2.25.
8. It is your responsibility to pick up a Graduation Application at the Registrars Office to be completed by your advisor. This should be done one year before your intended graduation. Upon completion of the Graduation Application, it is your responsibility to submit the completed form to the Registrar with applicable fees in a timely manner.

APPEALS:

1. If you believe you have been unfairly treated by an instructor or an advisor, and you have been unable to resolve the issues, you may seek help in the following manner.
 - a. Beyond your instructor or advisor, you may appeal to the Chair of Communication Arts.
 - b. The next level of appeal is the Dean of the College of the Arts.

REGENTS EXAMS

Each institution of the University System of Georgia must assure the other institutions, and the System as a whole, that students obtaining a degree from that institution possess literacy competence, that is, certain minimum skills of reading and writing. Therefore students enrolled in undergraduate degree programs shall pass the Regents' Test as a requirement for graduation. The policy of the Board of Regents states, "A student holding a baccalaureate degree or higher from a regionally accredited institution of higher education will not be required to complete the Regents' Test in order to receive a degree from a University System institution."

Reading Exemptions: Students will be considered as having satisfied the Reading component of the Regents' Test if one of the following criteria is met: SAT I Verbal scores of at least 510 or ACT Reading scores of at least 23

Writing Exemptions: Students will be considered as having satisfied the Writing component of the Regents' Test if one of the following criteria is met: (a) AP English Language and Composition or English Literature and Composition scores of at least 3, or (b) International Baccalaureate (IB) higher-level English scores of at least 4, or (c) SAT II English Writing scores of at least 650. Students who are enrolled prior to Summer 2008 may satisfy the requirement by meeting one of the criteria listed below. Students entering during the summer of 2008 and beyond do not have this option. (a) SAT I Verbal score of at least 530 and an "A" in 77 English 1101, or (b) SAT I Verbal score of at least 590 and a "B" in English 1101, or (c) ACT English exemption score of at least 23 and an "A" in English 1101, or (d) ACT English exemption score of at least 26 and a "B" in English 1101. Students who score 560 or higher on the SAT Reasoning Test, Writing Section will be exempt from the Regents' Writing requirement. For more information on Regents' Test policies, see <<http://www.gsu.edu/~wwwrtp/>>.

1. Students are expected to register for and take both components of the Regents' Test prior to the accumulation of 45 semester hours of earned credit. Students should not delay initial testing beyond having earned 30 hours of degree credit and may take and fail the test as many times as needed prior to 45 hours without remediation.
2. Students who have not taken the Regents' Test prior to the end of the semester in which they will have accumulated 45 semester hours of earned credit are subject to denial of registration.
3. All students who have not passed the test, whether they have taken the test or not, by the time they earn 45 semester hours of degree credit must take the appropriate non-degree credit course or courses in remedial writing, RGTE 0199, and remedial reading, RGTR 0198, in each semester of attendance until they have passed all components of the test. These students must successfully pass the remedial course in reading and/or writing before they are allowed to take the reading and/or writing portion of the test again. Students who fail to enroll in the required remedial course will not be allowed to register at Valdosta State University.
4. Students transferring from within the University System of Georgia shall be subject to all provisions of this policy and to Valdosta State University procedures. Students transferring from outside the System with 45 or more earned semester hours shall register for and take the Regents' Test during the first two semesters of enrollment and in subsequent semesters shall be subject to all provisions of the policy and of VSU procedures.
5. Students must follow the same course registration procedure to register for both components of the Regents' Test and the remedial courses.
6. Foreign students on non-immigrant visas whose native language is not English may register for an alternative testing program. Students should register through the Foreign Student Advisor. Resident aliens, permanent residents, native speakers of English, and U.S. citizens, regardless of native language, must pass the standard Regents' Test.

GRADUATION REQUIREMENTS AND APPLICATION

Candidates for degrees must complete a minimum of 120 semester hours of academic work, with a cumulative grade point average of 2.00 or higher calculated from all work attempted at Valdosta State University. Transfer credit applied to degree requirements may be used to satisfy hours but is NOT included in the VSU cumulative GPA requirements for graduation. No person will be graduated with less than a 2.00 cumulative GPA. The academic work must include a minimum of 39 hours of upper division courses (that is, courses numbered 3000 or above), including at least 21 semester hours of upper division in the major field. A grade of "C" or better is required in major area courses and in the courses for the minor. Programs may specify other courses in which a grade of "C" or better is required.

Of the 40 semester hours immediately preceding graduation, at least 30 must be taken in residence at Valdosta State University. Any student admitted to the University for the final year must be in residence for two semesters and must complete in this time at least 30 semester hours in residence, including 21 hours of senior college work in the major.

Students who change their major or interrupt their college work for more than a year become subject to the requirements of the catalog in effect at the time of the change or re-enrollment to fulfill degree requirements. Approved Change of Major forms must be submitted to the Registrar.

No degree credit at Valdosta State University can be granted for work completed 30 years before the date of request for evaluation of credits for graduation. Credit for work in some programs older than six years in advance of an expected date of graduation may be invalidated.

Prospective graduating seniors must apply to the Office of the Registrar for final evaluation of credits and programs two full semesters in advance of the expected graduation date. A \$25 graduation fee must be paid at the Bursary prior to final evaluation. This fee is valid for one year beyond the initial term selected for completing degree requirements.

All financial obligations to the University must be cleared before an official diploma will be issued.

REQUIREMENTS FOR THE BFA WITH A MAJOR IN MASS MEDIA

| | |
|--|---------------------------|
| Core Curriculum Areas A-E (VSU Core Curriculum) | 42 hours |
| Core Curriculum Area F | 18 hours |
| A minimum grade of "C" is required for all Area F courses | |
| COMM 1100, MDIA 2500, MDIA 2100 | 9 hours |
| MDIA 2000, MDIA 2050 | 6 hours |
| Option: COMM 1110 or THEA 1000 | 3 hours |
| Senior College Curriculum | 60 hours |
| Senior Core | 19 hours |
| MDIA 3450, MDIA 4350, MDIA 4400 | 9 hours |
| MDIA 4800, MDIA 4450, MDIA 4270 | 9 hours |
| MDIA 4950 | 1 hour |
| A. Video Emphasis | 41 hours |
| MDIA 3120K, MDIA 3150K | 8 hours |
| MDIA 4120K, MDIA 4150K | 8 hours |
| MDIA 4600, MDIA 4962 | 8 hours |
| MEDIA electives | 8 hours |
| Guided Electives | 9 hours |
| Or | |
| B. Audio Emphasis | 41 hours |
| MDIA 3050, MDIA 3300 | 6 hours |
| MDIA 3800, MDIA 4961 | 6 hours |
| MDIA 3110K, MDIA 3130K, MDIA 4130K | 12 hrs |
| MEDIA electives | 8 hours |
| Guided Electives | 9 hours |
| Or | |
| C. Broadcast Journalism Emphasis | 41 hours |
| MDIA 3050, MDIA 3500 | 6 hours |
| MDIA 3120K, MDIA 3150K | 8 hours |
| MDIA 4650 | 4 hours |
| MDIA 4962 | 6 hours |
| MEDIA electives | 8 hours |
| Guided Electives | 9 hours |
| Or | |
| D. International Documentary Production Emphasis | 41 hours |
| COMM 3500 | 3 hours |
| MDIA 3150K, MDIA 4150K | 8 hours |
| MDIA 3350, MDIA 3500 | 6 hours |
| MDIA 4600 | 4 hours |
| MDIA 4963 (repeated) | 6 hours |
| MEDIA electives | 8 hours |
| Guided Electives | 6 hours |
| (Must include ANTH 1102 and GEOG 1102 if not taken in the Core.) | |
| Total hours required for the degree | 120 semester hours |

INTRODUCTION TO MASS MEDIA AREA F

The courses in Area F are prerequisite courses for Senior Core and Mass Media Emphasis courses. You will not be allowed to take advanced courses until Area F is completed.

MDIA 2000 Introduction to Mass Media

The study of the processes, elements, uses, and impacts of mass media, including history, development, operation, and cultural effects of books, newspapers, magazines, motion pictures, radio, television, sound recordings, and computer media.

MDIA 2050 Introduction to Electronic Media Production

Concurrent registration for MDIA 2000 is recommended. An introduction to the processes of radio and television production. Designed to provide an understanding of the concepts and applications employed in production for radio and television and to teach the basic skills required to operate the audio and video equipment utilized for radio and television production.

MDIA 2100 Introduction to Broadcast Writing

Prerequisites: Major Status or consent of instructor. An introduction to the variety of standard writing styles employed by media professionals. Topics include news writing, advertising copy, public service announcements, and an introduction to copy writing formats for television and radio. Basic television scripting for short and long-form programming is also introduced.

MDIA 2500 Computer Mediated Communication

Prerequisite: Restricted to MDIA majors or consent of instructor. An introduction to the processes of mediated communication. Topics include the Internet, mass media and the Web, virtual communities, and how computer mediated communication affects privacy, interpersonal relationships and the global village.

COMM 1100 Human Communication

A broad approach to oral communication skills including intrapersonal, interpersonal, small group, and public speaking.

There is a choice between the following courses. Broadcast Journalism and Audio emphasis majors are encouraged to take THEA 1000, Video and IDP emphasis majors are encouraged to take COMM 1110.

THEA 1000 Voice and Diction

Application of the International Phonetic Alphabet's vowel and consonant symbolization for production of Standard American Speech with emphasis on resonance, breath control, vocal relaxation, and posture using a variety of contemporary approaches to vocal training.

COMM 1110 Public Speaking

The organization of materials and the vocal and physical aspects of delivery in various speaking situations.

MASS MEDIA SENIOR CORE

MDIA 3450 Media Ethics

Prerequisites: Major status and completion of Area F, or consent of instructor. A comprehensive overview of the major ethical philosophers and perspectives and how these works impact ethical decisions in today's media. Topics will be discussed and analyzed to help the mass media student form a foundation for decision making within an ethical framework.

MDIA 4270 Diversity in Media

Prerequisites: Major Status and completion of Area F or consent of instructor. A critical examination of the relationships between the media and different races, classes, ethnicities, and genders. Topics include how the media represent various groups, how audiences are affected by these representations, how minorities are employed in the media industry, and alternative media.

MDIA 4350 Broadcasting and Culture

Prerequisites: Major Status and completion of Area F or consent of instructor. A critical examination of the broadcast media, with emphasis on the connections among the message, the medium, society, and culture. This synthesis will help the student develop a clearer understanding of uses and gratifications, society's relation to media, and how media may effect society.

MDIA 4400 Media Criticism

Prerequisites: Major Status and completion of Area F or consent of instructor. An overview of the theoretical and practical study of the critical media examination. It includes describing, interpreting, and judging mediated messages utilizing critical methods. Students will examine various approaches to media criticism and how they are applied to the broadcast media.

MDIA 4450 International Media

Prerequisite: Major Status and completion of Area F or consent of instructor. A critical examination of media systems around the world and the societies in which they function. The role of governmental regulation, cultural factors, and language will be studied. Students will be required to analyze global media, national identities, and the concept of international communication. A comparative analysis of various systems is also required.

MDIA 4800 Media Law

Prerequisites: Major Status and completion of Area F or consent of instructor. A comprehensive overview of First Amendment principles, communication law, and the regulatory practices of the Federal Communications Commission. Topics include media regulation, libel issues, prior restraint, and copyright

MDIA 4950 Senior Seminar

Prerequisite: Restricted to student in their final semester of study in Mass Media.

A seminar bringing together all second semester seniors, focusing on student contribution to discussion and critiques of his/her fellow student's portfolio presentation and defense of his/ her work in the program as evidenced by the materials placed into his/her portfolio during progress through the major. Examples of writing and creative endeavor will be presented and critically analyzed. The student will also successfully complete a comprehensive proficiency exit exam and/or interview.

INTERNATIONAL DOCUMENTARY PRODUCTION EMPHASIS

MDIA 3150K Electronic Field Production I

Prerequisites: Major status, MDIA 2050, MDIA 2100, and MDIA 2500; or consent of instructor. Introduction to electronic field and remote productions, including single and multiple camera operations. Basic field camera operations, tape to tape editing, editing techniques, single/multiple camera continuity, and scripting are all addressed.

MDIA 3350 Aesthetics of Electronic Media

Prerequisite: MDIA 2000 or consent of instructor. The study of the application of advanced film and video techniques. Topics include narrative structure, cinematography, directing technique, editing, sound design, and the language of production.

MDIA 3500 Broadcast News Writing

Prerequisite: MDIA 2100 or consent of instructor. An advanced writing course building upon the skills learned in MDIA 2100. Students will develop their skills in researching, writing, and editing broadcast news. Interviewing techniques, in-depth study of Associated Press broadcast writing style, and scripting for both radio and television news will be emphasized.

MDIA 4150K Electronic Field Production II

Prerequisite: MDIA 3150K. Advanced field production involving field shoots, remote shoots, and editing. Advancing technologies in the area of post-production editing will be introduced, and students will be responsible for development of script ideas, scheduling, and project completions on deadline. The class is labor intensive.

MDIA 4600 Digital Media Production

Prerequisite: MDIA 3150K. Advanced applications of digital video editing, storage, and delivery systems. Areas to be covered include advanced editing on computer-based nonlinear systems, digitizing media, encoding, DVD authoring, CD video, streaming video, live web broadcasting and web page design. Students must complete a digital media presentation for their portfolio.

MDIA 4963 International Documentary Production Workshop

Prerequisite: Consent of instructor. Student participation in the production and postproduction of international video documentaries. May be repeated for credit.

COMM 3500 Fundamentals of Cross-cultural Communication

Causes of cross-cultural communication conflicts and strategies for improvement.

International Documentary Production requires 14 hours of electives (8 hours in Mass Media and 9 hours of guided electives). ANTH 1102 and GEOG 1102 must be taken as prerequisite courses if not taken in Core (Area E).

BROADCAST JOURNALISM EMPHASIS

MDIA 3050 Broadcast Performance and Announcing

Prerequisites: Major status, MDIA 2050, MDIA 2100, MDIA 2500, and THEA 1000; or consent of instructor. Application of the fundamentals of voice and articulation for effective on-air performance on both radio and television. Topics include vocal techniques and delivery styles, appearance for on-camera performance in television, audience perceptions, station sound and image, and limited voice characterizations for “voice-over” media. Required of all majors in audio emphasis and broadcast journalism emphasis.

MDIA 3120K Television Studio Production I

Prerequisites: Major status, MDIA 2050, MDIA 2100, and MDIA 2500; or consent of instructor. Intermediate television production focusing on the applied skills required for television production. Topics include studio operations, camera operation, control room competency, as well as scripting, producing, and directing. Pre-production, production, and post-production will also be addressed.

MDIA 3150K Electronic Field Production I

Prerequisites: Major status, MDIA 2050, MDIA 2100, and MDIA 2500; or consent of instructor. Introduction to electronic field and remote productions, including single and multiple camera operations. Basic field camera operations, tape to tape editing, editing techniques, single/multiple camera continuity, and scripting are all addressed.

MDIA 3500 Broadcast News Writing

Prerequisite: MDIA 2100 or consent of instructor. An advanced writing course building upon the skills learned in MDIA 2100. Students will develop their skills in researching, writing, and editing broadcast news. Interviewing techniques, in-depth study of Associated Press broadcast writing style, and scripting for both radio and television news will be emphasized.

MDIA 4650 Digital Media Journalism

Prerequisites: Major Status and completion of Area F, or consent of instructor. Advanced journalistic writing and media production for the web and mobile based entities. Areas to be covered will be advanced writing for the web utilizing web design, rich media content, banner headlines, general page maintenance, audio and video. Students must participate in the digital creation of an online news source for their portfolios.

MDIA 4962 Video Workshop (Must be taken three times)

Prerequisites: MDIA 3120K or MDIA 3150K, or consent of instructor. Student participation in the production of programming for VSU-TV, the University programmed cable access channel. May be repeated for credit

BROADCAST JOURNALISM offers an institutional cross-training certificate with JOURNALISM. In order to receive this certificate, students must pass the following courses with a grade of “C” or better:

| | |
|-------------------------|---|
| JOUR 3510 | NEWS WRITING |
| JOUR 3520 | ESSENTIAL REPORTING SKILLS |
| JOUR 4510, or 20, or 50 | FEATURE WRITING, LITERARY JOURNALISM, REPORTING |

VIDEO EMPHASIS

MDIA 3120K Television Studio Production I

Prerequisites: Major status, MDIA 2050, MDIA 2100, and MDIA 2500; or consent of instructor. Intermediate television production focusing on the applied skills required for television production. Topics include studio operations, camera operation, control room competency, as well as scripting, producing, and directing. Pre-production, production, and post-production will also be addressed.

MDIA 3150K Electronic Field Production I

Prerequisites: Major status, MDIA 2050, MDIA 2100, and MDIA 2500; or consent of instructor. Introduction to electronic field and remote productions, including single and multiple camera operations. Basic field camera operations, tape to tape editing, editing techniques, single/multiple camera continuity, and scripting are all addressed.

MDIA 4120K Television Studio Production II

Prerequisite: MDIA 3120K. Advanced television production focusing on the hands-on application of skills for the construction of television programs. Students are expected to enter with a working knowledge of the television studio since this is a rigorous and labor intensive course in which students are expected to produce broadcast quality programs.

MDIA 4150K Electronic Field Production II

Prerequisite: MDIA 3150K. Advanced field production involving field shoots, remote shoots, and editing. Advancing technologies in the area of post-production editing will be introduced, and students will be responsible for development of script ideas, scheduling, and project completions on deadline. The class is labor intensive.

MDIA 4600 Digital Media Production

Prerequisite: MDIA 3150K. Advanced applications of digital video editing, storage, and delivery systems. Areas to be covered include advanced editing on computer-based nonlinear systems, digitizing media, encoding, DVD authoring, CD video, streaming video, live web broadcasting and web page design. Students must complete a digital media presentation for their portfolio.

MDIA 4962 Video Workshop (Must be taken twice)

Prerequisites: MDIA 3120K or MDIA 3150K, or consent of instructor. Student participation in the production of programming for VSU-TV, the University programmed cable access channel. May be repeated for credit.

AUDIO EMPHASIS

MDIA 3050 Broadcast Performance and Announcing

Prerequisites: Major status, MDIA 2050, MDIA 2100, MDIA 2500, and THEA 1000; or consent of instructor. Application of the fundamentals of voice and articulation for effective on-air performance on both radio and television. Topics include vocal techniques and delivery styles, appearance for on-camera performance in television, audience perceptions, station sound and image, and limited voice characterizations for “voice-over” media. Required of all majors in audio emphasis and broadcast journalism emphasis.

MDIA 3110K Radio Studio Production

Prerequisites: Major Status, MDIA 2050, MDIA 2100, and MDIA 2500; or consent of instructor. Introduction to radio studio production techniques and applications. Topics include editing and the incorporation of music, sound effects, and voice to produce effective commercial and public service announcements. Station formats, live on-air production techniques, news, sports, and remote production are also addressed.

MDIA 3130K Audio Production I

Prerequisites: Major Status and MDIA 3110K, or consent of instructor. An introduction to audio production and postproduction techniques in field and studio settings. Topics include the use of audio in visual media, sound recording and editing techniques, and the correct use of audio production and postproduction equipment.

MDIA 3300 The Music Industry

Prerequisites: Major Status and MDIA 3110K or permission of instructor. Also offered as MUSC 3300. Introduction to the music industry, including business aspects and the application of multitrack recording techniques. Topics include recording contracts, legal and copyright issues, music promotion and distribution channels, and technological developments affecting the industry. Students will learn music recording software, MIDI, the multitrack recording console, and microphone design and placement. Students will gain practical experience by recording music performances and producing them on compact disc.

MDIA 3800 Audio Theory and Design

Prerequisites: Restricted to MDIA majors or consent of instructor. This course provides a theoretical investigation into the properties of audio and sound. Topics include the physiology and psychology of hearing, acoustics, psychoacoustics, sound design, sound environments, ambience, sound theory, and audio’s relationship with radio, television, and film.

MDIA 4130K Audio Production II

Prerequisites: MDIA 3130K; restricted to MDIA majors. An advanced course of audio production techniques for radio, television, and film. Topics include digital audio techniques, mixing soundtracks for visual media, advanced electronic audio editing, and the use of music, sound effects, and Foley recording.

MDIA 4961 Audio Workshop (Must be taken three times)

Prerequisites: MDIA 3110K or MDIA 3130K, or consent of instructor. Student participation in the production of audio and radio programming. May be repeated for credit.

ELECTIVE COURSES

Mass Media majors are required to complete 17 hours of elective courses. 8 of those hours must be in Mass Media. The other 9 hours may be taken in any area. Below are several courses that are not part of any emphasis area and are offered as Mass Media electives.

MDIA 3400 Broadcast Script Writing

Prerequisite: MDIA 2100 or consent of instructor. An advanced writing course building upon the skills acquired in MDIA 2100. The student will develop a full-length teleplay, screenplay, or radio drama. Topics include development of treatments, plotting, sequencing, character analysis, and synopsis. The techniques required for effective scene construction, plot twists, comedic slants, dramatic tones, and other advanced script writing techniques are also introduced.

MDIA 3950 Directed Study (1 to 3 hours)

Prerequisite: Major status and approval of advisor, instructor, and department head. Individualized study in an area or subject not normally found in established courses offered by the department, may also allow the student to explore in more detail a topic that is normally covered by the department.

MDIA 4030 Selected Topics in Mass Media (1 to 3 hours)

Prerequisites: MDIA 2050 and MDIA 2100, or consent of instructor. Intensive study of a topic relevant to broadcast media. The introduction of alternative approaches to the study of media themes, applications, trends, and media issues. Provides an opportunity to explore other topics outside the prescribed curriculum of mass media. Offerings will reflect current issues relevant to those students interested in a specific area of interest.

MDIA 4100 Media Economics and Management

Prerequisites: Major Status and completion of Area F or consent of instructor. An examination of the economic structure of the American radio and television systems focusing upon audience measurement and delivery, ownership consolidation, cross-media platforms, standard practices of achieving fiscal stability, community outreach and service, and personnel utilization.

MDIA 4240K Directing and Acting for Film

Prerequisites: MDIA 3120K and MDIA 3150K or consent of the instructor. Also offered as THEA 4240. Advanced directing and acting techniques for narrative production. This course focuses on the dynamic between the director and actor in a variety of narrative forms. Additional subject areas include genre, character development, and subtext. Students are required to produce narrative productions as part of this class.

MDIA 4970 Internship (3 to 9 hours credit)

Prerequisite: Major and senior status; approval of faculty internship director. Graded "Satisfactory" or "Unsatisfactory." The placement of students in apprentice and intern positions in professional environments including radio and television stations and other media industry organizations in order to enlarge the student's professionalism. May be taken only during the student's final two semesters.

**ACADEMIC CALENDAR
2009-2010**

August 2009

13 – Fall Registration Begins
17 – First Day of Classes
18 – Late Registration
21 – Late Registration Ends

September 2009

7 – Labor Day Holiday

October 2009

8 – Fall Midterm – Last Day to Withdraw
19-20 – Fall Break
26-30 – Advising

November 2009

2-6- Spring Registration (early)
20 – Spring Registration Ends
25-27 – Thanksgiving Holiday

December 2009

7 – Last Day of Classes
8 – Exam Prep Day
9-11 – Final Exams
12 – Graduation

January 2010

11 – First Day of Classes
18 – Martin Luther King Holiday

March 2010

4 – Last Day to Withdraw
15-19 – Spring Break Holiday
22-26- Advising
29-02(Tentative) – Summer and Fall
Registration

May 2010

3 – Last Day of Classes
4 – Exam Prep Day
5 – 7 Final Exams
8 – Graduation
13 – First Day of Mayterm (Session I)
24 – May Midterm
31- Memorial Day Holiday

June 2010

3 – Last Day of Mayterm
4 – Mayterm Final Exams
10 – First Day of Classes (Session II and III)

July 2010

1 – Last Day of Classes (Session III)
2- July 4th Holiday
5 – Final Exams (Session III)
5 – Midterm Session II
6 – First Day of Classes (Summer IV)
15 – Midterm Session IV
27 – Summer II Last Day of Classes
27 - Summer IV Last Day of Classes
29-30 – Summer II and IV Final Exams
31- Graduation

STUDENT ORGANIZATIONS

Mass Media students are encouraged to join and participate in one or more of the following affiliated organizations.

NATIONAL BROADCASTING SOCIETY (NBS)

The National Broadcasting Society - Alpha Epsilon Rho is a student and professional society of over eighty-five chapters on college, university, community college and high school campuses. Through the years, NBS-AERho has had as its purpose the goal of encouraging and rewarding scholarship and accomplishment among students of broadcasting, to establish meaningful communication between student and professional broadcasters and to foster integrity in the use of the powerful instruments of radio, television, film, cable and their many associated businesses and industries. The Mass Media program has been the recipients of several NBS awards in various categories.

SOCIETY OF COLLEGIATE JOURNALISTS (SCJ)

Faculty Advisor: Ms. Sherlyn Freeman

The Society for Collegiate Journalists is a National Society of Collegiate Mass Communications. It is the nation's oldest organization designed solely to serve college journalists. SCJ was formed when Pi Delta Epsilon, which was founded in 1909, merged with Alpha Phi Gamma, which was founded in 1919. Today SCJ has approximately 80 active chapters nationwide and 800 members. The Mass Media program has won several SCJ awards including the McDonald Award for National Chapter of the Year.

VSU FILM AND VIDEO SOCIETY

Faculty Advisor: Mr. Brian Day

The VSU Film and Video Society is a student run organization focusing on filmmaking and exhibition of media productions. The organization was developed as part of the video emphasis to facilitate production of narrative and documentary movies and offer a venue in the form of a Mass Media Film and Video Festival. Held annually, all students are encouraged to submit works to be juried and screened in a festival format.

BLAZE FM

Faculty Advisor: Mr. Michael Taylor

WVVS-FM is Valdosta State University's student radio station. It receives funding from student activity fees, so the station is available to any currently enrolled VSU student. Its purpose is twofold: to provide alternative programming to Valdosta and the surrounding area and to provide all interested VSU students with training to work in the radio industry.

ASSOCIATION FOR WOMEN IN COMMUNICATION (AWC)

Faculty Advisor: Ms. Sherlyn Freeman

AWC is a professional organization that champions the advancement of women across all communications disciplines by recognizing excellence, promoting leaderships and positioning its members at the forefront of the evolving communications era.

BROADCAST EDUCATION ASSOCIATION (BEA)

Website: www.beaweb.org

The Broadcast Education Association is the professional association for professors, industry professionals and graduate students who are interested in teaching and research related to electronic media and multimedia enterprises. There are currently more than 1,400 individual and institutional members. The BEA has been responding to broadcast education since 1955. BEA offers many scholarships for undergraduates studying broadcast and media related disciplines.

UNIVERSITY FILM AND VIDEO ASSOCIATION (UFVA)

Website: www.ufva.org

The University Film and Video Association welcomes all who share our interest in the making and teaching of film and video. Founded in 1947, UFVA has developed into an organization of professionals and institutions involved in the production, research, writing and education on film, video and digital media arts. The annual conference offers the chance to screen, present, mingle, learn and become inspired.

STUDENT SUCCESS CENTER
www.valdosta.edu/ssc

Location: Langdale Hall
Hours: Monday – Thursday 9am to 9pm
Friday 9am to 3pm
Saturday 4pm to 9pm
Phone: 229-333-7570

The Student Success Center at Valdosta State University is designed to foster interactions with peers, faculty, and staff that lead to active learning and positive attitudes toward academic life. We do this by providing free professional academic advising, peer tutoring in core curriculum courses, and campus job information in one location. Our goal is to support good students who want to achieve excellence as well as those who feel they are struggling.

The Student Success Center directly supports the University goal of enrollment and retention in the following ways:

- Works to create a supportive environment in which students can work effectively one to one
- Works to use appropriate technologies to help students improve and to foster interaction
- Works to train tutors to become knowledgeable, effective readers of and responders to course materials from various disciplines
- Works to create a space for student and faculty research into learning behaviors and attitudes.

THE COUNSELING CENTER
www.valdosta.edu/counseling

Location: Powell Hall East, Second Floor
Phone: 229-333-5940

The mission of The Counseling Center is to provide a broad range of services to meet the personal, social, and educational needs of our students, faculty and staff. Our goal is to help each individual reach his/her optimal potential and receive the maximum benefits from the university experience. The Counseling Center Mission is consistent with the mission and goals of Valdosta State University, The University System of Georgia, and with the standards of the Council for the Advancement of Standards in Higher Education.