MASS COMMUNICATION • MC


General education courses are marked with stars (*).

GENERAL COURSES

★ 2000 Introduction to the Mass Media (3) The role of media in a free society with a special focus on public affairs. Examines how journalism and persuasive communication (advertising and public relations) affect political and economic democracy.
★ 2001 HONORS: Introduction to the Mass Media (3) Same as MC 2000, with special honors emphasis for qualified students.
2010 Media Writing (3) Majors and minors only or permission of department. 2 hrs. lecture; 2 hrs. lab. A grade of "B" or better required for entry into the Manship School of Mass Communication. Beginning writing course for journalism. Introduces skills associated with writing, grammar, style and information gathering for mass media.
2011 HONORS: Media Writing (3) Same as MC 2010, with special honors emphasis for qualified students.
2015 Community Communication (3) Majors and minors only or permission of department. 2 hrs. lecture; 2 hrs. lab. Strategies for the design, development, and production of media programs using advanced computer and video systems.
2016 HONORS: Visual Communication (3) Same as MC 2015, with special honors emphasis for qualified students.
2020 Foundations of Advertising and Public Relations (3) Prereq.: majors and minors only or permission of department. Theories and principles of advertising and public relations; their social and economic roles.
★ 2025 The Business of Entertainment Media (3) Examination of the creative, economic, and legal factors that drive and constrain American popular media to provide stories with the informative and strategic tools to make critical consumers of these media.
2525 Foundations of Media Persuasion (3) Introduction to contemporary principles; processes, and theories of persuasion and their practical applications in the mass media.
2700 Production and Performance (3) Prereq.: Majors only. 2 hrs. lecture; 2 hrs. lab. Production and performance techniques for use in video and audio programming of electronic media.
3018 Foundations of Media Research (3) Prereq.: majors and minors only or permission of department; LIS 1001. Role of research in media institutions and the mass communication concepts and techniques of research evaluation.
3019 HONORS: Foundations of Media Research (3) Same as MC 3018, with special honors emphasis for qualified students.
3080 Mass Media Law (3) Prereq.: majors and minors only or permission of department. Legal rights of and restrictions on the mass media; emphasis on First Amendment considerations.
3081 HONORS: Mass Media Law (3) Same as MC 3080, with special honors emphasis for qualified students.
3333 Minorities and the Media (3) Historical and contemporary roles and portrayals of minorities in the media.
3531 Electronic Media and Society (3) Organizational and economic foundations of electronic mass media; history, regulation, social significance, and responsibility.
3700 Electronic Media, Law, Regulation, and Public Policy (3) Development of telecommunication media law and regulation through case studies relating to the Federal Communications Act; rules and policy decisions of the Federal Communications Commission and other regulatory bodies; emphasis on current legal issues affecting the telecommunication media; legal documents and literature.
3998 Internship (3) F,S,Su Prereq.: 3.0 gpa in 12 or more hrs. of mass communication and consent of internship faculty supervisor and school dean. Pass-fail grading. May be taken for a max. of 6 hrs. of credit; only 3 hrs. may be counted toward a degree in Mass Communication. At least 15 hours of work per week (28 hrs. in a summer term) under general, agency, or faculty supervision and at an organizational level in some field of mass commun of a professional in some field of mass communication.
4000 Media and the Military (3) Consent of instructor. 2 hrs. lecture; 2 hrs. lab. •$50 field fee. In-depth study of the modern relationship between the media and the military.
4042 Mass Media, Sports, and Society (3) Prereq.: Majors only. News coverage of the political, economic, and cultural roles of sports institutions and the social roles of professional athletes.
4050 Media Management (3) Prereq.: Majors only. Concepts and principles of management, entrepreneurial leadership, organizational behavior, and strategic planning applicable to the mass communication industry; study of political, social, ethical, technological, and legal issues confronting the media.
4090 Media Ethics and Social Responsibility (3) Prereq.: majors or minors only or permission of department. Role of the media as socially responsible institutions; ethical issues, policies, and practices in gathering, producing, and disseminating content.
4091 HONORS: Media Ethics and Social Responsibility (3) Same as MC 4090, with special honors emphasis for qualified students.
4095 American Media History (3) Themes and trends in the historical development of media, including journalism, advertising, and public relations.
4096 HONORS: American Media History (3) Same as MC 4095, with special honors emphasis for qualified students.
4103 Comparative Media Systems (3) Prereq.: Majors only. World mass media; news agencies, communication organizations, differing philosophies, international news flow, and political, economic, cultural, and geographical influences.
4104 HONORS: Comparative Media Systems (3) Prereq.: Majors only. Same as MC 4103, with special honors emphasis for qualified students.
4111 Mass Media Practices (3) Prereq.: consent of Manship School of Mass Communication. 1 hr. lecture; 3 hrs. lab. Open to LSU undergraduates who qualify for entry into the University's Accelerated Master's Degree Program. Required of all students who enter the mass communication graduate program without a degree or professional experience in mass communication. May not be counted for undergraduate or graduate degree credit by Mass Communication majors. An honors course, MC 4112, is also available.
4112 HONORS: Mass Media Practices (3) Same as MC 4111, with special honors emphasis for qualified students. Consult school before registering.
4151 Field Experience (3) Prereq.: Permission of instructor. 1 hr. lecture, 4 hrs. lab. Individually arranged assignments and hours for the gathering, writing, and producing media content in real-time situations with professional supervision, for regional newspapers, magazines, television stations, or other professional media organizations.
4212 HONORS: Mass Media Principles (3) Prereq.: consent of the Manship School of Mass Communication; Open to LSU undergraduates who qualify for entry into the University's Accelerated Master's Degree Program. Required of all students who enter the mass communication graduate program without a degree or professional experience in mass communication. May not be counted for undergraduate or graduate degree credit by Mass Communication majors. An honors course, MC 4212, is also available.
4215 HONORS: Mass Media Principles (3) Same as MC 4212, with special honors emphasis for qualified students. Consult School before registering.
4705 Electronic Media Programming (3) Strategies in developing programming schedules for electronic media; techniques of program development for target audiences.
4710 Electronic Media Management (3) Managing broadcast stations and cable systems; general management, sales, programming, and promotion.
4970 Special Topics in Mass Communication (3) Prereq.: consent of instructor. Also offered as CMST 4970. May be taken for a max. of 6 hrs. of credit when topics vary. Analysis and discussion of a selected topic that goes beyond present advanced course offerings.
4999 Independent Study (3) Prereq.: GPA of at least 3.00 and consent of school. Approval of written proposal required before enrolling. Pass-fail grading. Readings, projects, conferences, and reports under faculty direction.
7000 Proseminar in Mass Communication and Public Affairs (1) Open to graduate students of mass communication only. Pass-fail grading. Introduction to graduate study in mass communication; topics include faculty research areas, survey of the field, and professional and academic career preparation.
7001 Research Methods in Mass Communication (3) Quantitative and qualitative methods for investigating critical issues in mass communication; may include surveys, content analysis, experiments, focus groups, interviews, and other methods.
7002 Mass Communication Philosophy and Principles (3) Examination of the most influential principles, philosophies, and ideas underlying the development of the mass media in the Western world.
7003 Case Studies in Mass Communication (3) Evaluation using the case study method of problems and challenges facing mass communication organizations, with particular emphasis on media management issues.
7005 Public Opinion and Public Affairs (3) Formation and development of public opinion; interaction of media organizations and public communication practitioners in building public support for ideas and policies.
7010 Seminar in Communication Literature (3) Basic issues and problems in mass communication as highlighted in relevant journals and books; journal articles and books of a catalytic nature.
7012 Survey Research Methods in Mass Communications (3) Design, development, execution, and analysis of public opinion surveys as related to mass communication problems; practical issues related to survey sampling, questionnaire construction and design, modes in interviewing, interviewer training and interviewer effects, and data preparation and analysis.
7014 Qualitative Research Methods in Mass Communication (3) Application of qualitative methods to mass communication research, creation of qualitative research questions, the construction of philosophy of science, theory construction and the core issues involved in conducting the research.
7015 Mass Communication and Society (3) Roles of the mass media; responsibilities and rights of the communicator; interaction of mass media and society; media effects.
7016 International Mass Communication (3) How nations get their news; organization and operation of press associations, newspapers, magazines, radio, and television; impact of news and other media content.
7017 Media Industries and Behavior (3) How industry structures in various media influence decision making; effects of competition and monopoly on media behavior; economic performance in media and its effect on content.
7018 Legal Problems of the Mass Media (3) Specific current legal problems affecting the mass media; basic principles of legal research methods.
7020 Media Systems: Policy and Technology (3) The impact of changing technologies and public policies for entrepreneurship in media enterprises, especially new and emerging media systems.
7020 Electronic Media Systems (3) Integration of traditional electronic media with new media systems; political, economic, and regulatory matters; cable television.
7019 Communication Theory (3) Survey and exploration of communication theories, basic concepts, debates, and applications of major theories of mass communication; nature and utility of theoretical understanding of mass media ideologies, industries, content, and reception.
7024 Seminar in First Amendment Law (3) Prereq.: MC 7018, an equivalent graduate-level mass media law course, or permission of the instructor. Principles and theories underlying First Amendment jurisprudence as it relates to the press and speech; an examination of significant cases and legal issues through original research projects.
7028 Seminar in Communication Policy (3) The influence of public affairs and policy issues on media performance; original research concerning communication policies implemented through legislative and administrative decision making.
7021 Advanced Research Methods in Mass Communication and Public Affairs (3) Prereq.: MC 7001 or equivalent. Open to graduate students of mass communication and other fields of social sciences. Advanced study of research methods, research designs and analysis applicable to mass communication and public affairs.
7971 Independent Research: Mass Communication (1-3) F, S, Su Prereq.: consent of instructor and the associate dean for graduate studies. May be repeated for 6 sem. hrs. for advanced graduate students who wish to pursue research on special problems, exclusive of thesis or dissertation, for which there is no organized course.
7999 Special Topics in Mass Communication (3) Prereq.: consent of instructor. May be taken for a max. of 9 hrs. of credit when topics vary. Intensive advanced study, with reading and discussion, of topics in mass communication.
8000 Thesis Research (1-12 per sem.) “S/F” grading.
8001 Professional Internship (3) Prereq.: skills and professional courses as specified in Manship Policy Statement 304; contractual agreement with outside organization’s practicum supervisor; consent of faculty intern coordinator; and permission from the school’s associate dean for graduate studies. Written report containing a graduate research component is required. Open to undergraduates and graduate students approved by the Manship School. 2 hrs. lecture; 2 hrs. lab; 12 hrs. internship.
8009 Public Affairs Internship (3) Prereq.: consent of Manship School of Mass Communication. A research component is required. Pass-fail grading. Students may be placed in one of a variety of management settings where the extern will be meaningfully engaged in public affairs planning and execution. An advanced full time field practicum in a professional public affairs context.
8000 Dissertation Research (1-12 per sem.) “S/F”U” grading.

ADVERTISING
3030 Principles of Advertising (3) Fundamentals of advertising theory and practice; social and economic role of advertising; functions of advertising in marketing and communication.
3031 Advertising Creative Strategy (3) Prereq.: MC 2010, 2015, 2525. Majors only. 2 hrs. lecture; 2 hrs. lab. May also be taken as one of the 12 hrs. of required courses in the political communication area of concentration. Techniques in the creation and production of advertising messages; laboratory execution of layouts and storyboards for print and electronic media.
3038 Fundamentals of Advertising and Public Relations Research (3) Prereq.: MC 2525, 3018. Research methods and procedures for advertising and public relations; emphasis on effectiveness of communication and media efficiency.
4021 Advertising Design (3) Prereq.: MC 2010, 2015, 2525, and 3031. Majors only. 2 hrs. lecture; 2 hrs. lab. Advertising design techniques for print and electronic media, using computerized desktop publishing procedures; development of layouts and storyboards; emphasis on creative approaches to advertising problems.
4032 Advertising Media Sales (3) 2 hrs. lecture; 2 hrs. lab. Analysis of various media types and vehicles to deliver advertising messages, with emphasis on audience measurement, acceptance, concepts, and service.
4033 Direct Response Advertising and Promotion (3) Types and roles of direct response advertising strategies and tactics that advertising agencies and other organizations use to build and maintain relationships with customers and others.
4034 Advertising Media Analysis and Planning (3) Prereq.: MC 2525 or MKT 3401. Majors only. Major analytical plan on current marketing problem required. Quantitative study of test procedures and procedures used in determining advertising media selection, budget allocation, and levels of message intensity.
4040 Advertising Problems (3) Prereq.: MC 3031 and 4034. Majors only. Seminar in advertising problems and related readings.
4045 Advertising Campaigns (3) Prereq.: MC 2525, 3031, 4040. Majors only. 2 hrs. lecture; 2 hrs. lab. Team development of advertising campaigns on a competitive basis (simulated format of major agency operations); emphasis on research, marketing, and advertising problems; budgetary planning, media strategy, and creative design.
7025 Advertising Theory and Processes (3) Role of advertising in communication, marketing, and society; analysis of various advertising processes.
7026 Issues in Advertising (3) Exploration of socioeconomic, legal, ethical and cultural issues related to advertising as an institution.

JOURNALISM
3001 Business Journalism (3) Writing for and editing house magazines, trade journals, and miscellaneous industrial publications; business news reporting for the daily newspaper.
3002 Feature Writing (3) Prereq.: MC 2010 and 3101 or permission of department. 1 hr. lecture; 3 hrs. lab. Developing and writing feature stories, vignettes, and other human-interest material.
3003 HONORS: Feature Writing (3) Same as MC 3002, with special honors emphasis for qualified students.
3065 Photographic Journalism (3) “C” or better in MC 2010. Majors only. 2 hrs. lecture; 2 hrs. lab. Photographic principles for communication media.
3101 Print Newsgathering and Editing (3) Prereq.: MC 2010. Majors only. 2 hrs. lecture; 2 hrs. lab. Basic skills of reporting and writing for print and electronic media.
3102 Broadcast Newsgathering and Producing (3) Prereq.: MC 2010. Majors only. 2 hrs. lecture; 2 hrs. lab. Development of skills to report, write, and produce a weekly news newscast. Pass-fail grading.
3103 Advanced Print Newsgathering (3) Prereq.: MC 3101. Majors only. 2 hrs. lecture; 2 hrs. lab. Specific application of newsgathering techniques; covering courts, law enforcement agencies, government, business, using polls and other statistical methods; relational databases.
3104 Advanced Broadcast Newsgathering (3) Prereq.: MC 3102. Majors only. 1 hr. lecture; 3 hrs. lab. Development of advanced broadcast reporting and presentation skills; newsgathering focus on depth, context, and presentation of information.
3151 Advanced Reporting (3) F, S Prereq.: “C” or better in MC 2010, 3101, and 3103. 1 hr. lecture; 3 hrs. lab. Individually arranged hours conducted at The Advocate. Reporting news for The Advocate.
4010 Magazine Editing and Production (3) Prereq.: MC 2015 and 3103. Majors only. 1 hr. lecture; 3 hrs. lab. Magazine project required. Techniques of magazine editing and production; analysis of magazine industry and specific magazines and their audiences; editorial objectives and formulas, issue planning, article selection, layout, illustration, typography, printing, and circulation.
4011 Scholastic Journalism (3) Basic communication techniques and instructional methods for scholastic journalism teachers; duties of counselors for newspapers and yearbooks.
4041 Sports Writing and Production (3) Prereq.: MC 2010 and 3101, or MC 3102 or 2700. Majors only. 2 hrs. lecture; 2 hrs. lab. Developing, writing, and producing sports stories for both print and electronic media.
4081 Opinion Journalism (3) Prereq.: MC 2010 and 3101. Analysis of various forms of journalistic writing that involve subjective expression: interpretive reporting, news analysis, essays, editorials and columns, critical reviews, and interviews.
4250 Public Affairs Reporting (3) Prereq.: MC 3101 and 3102 or permission of instructor. Majors only. 2 hrs. lecture; 2 hrs. lab. Using public records to document fraud, abuse, or interesting and significant social change.
4260 Long-Format Video Production (3) Prereq.: MC 3102. Majors only. 2 hrs. lecture; 2 hrs. lab. Strategies in producing video programs to inform mass electronic media audiences.
4270 News Production for the Internet (3) Prereq.: Majors only. Open to undergraduate and graduate students approved by the Manship School. 1 hr. lecture; 3 hrs. lab. Advanced individualized republication, using converging media technology to create content for a news web site.
4500 Advanced Journalism (3) Prereq.: MC 3101, 3102, and either 3103 or 3104 or permission of instructor. Majors only. 1 hr. lecture; 3 hrs. lab. Techniques of newspaper editing and production; production of laboratory newspaper; techniques of producing all aspects of a television news program, including videography, nonlinear video editing, producing a newscast and on-set news performance.
4720 Television Creative Projects (3) Prereq.: Majors only. Grade of “B” or better in MC 2010, and one of the following: MC 3031, 3010, 3101, 3102, 3505, 3506, and permission of the department. 1 hr. lecture; 3 hrs. lab. Master’s students with projects requiring broadcast skills are encouraged to take this course. Techniques of television production for non-journalism projects; includes field production, nonlinear video editing, graphics and studio production.

7011 News Workers and Their Organizations (3) The impact of individuals and organizations on the selection and processing of news; examination of the influence of public affairs research on communicators and their organizations.

**POLITICAL COMMUNICATION**

3504 Introduction to Political Communication (3) Prereq.: Majors and minors only. Introduction to theory and practice of political communication; role of media in political campaigns, press-government relations, and policymaking; implications for media, politicians, and the public.

3505 Media and Policy Processes (3) Prereq.: Majors and minors only. Impact of the media on American politics through their interactions with political actors and involvement in the policymaking process; use of strategic political communication in government, and the media’s role in spotlighting policy problems and suggesting policy solutions.

3506 Media, Politics, and the Public (3) Prereq.: Majors and minors only. Interaction among media, politics, and the public in American society; process of public opinion formation and the influence of the audience on media content; media impact on political attitudes and behaviors, especially voting.

4515 Case Studies in Media and Political Campaigns (3) Prereq.: Majors and minors only. Examination of political campaigns involving American media; the media client and message; developing media messages for political campaigns.

4520 Advanced Seminar in Political Communication (3) Prereq.: MC 3504 and MC 3505, or consent of instructor. Lectures, discussions and research on topics relevant to all aspects of political communication. Includes discussion of theoretical foundations, empirical effects, and normative and ethical implications of political communication processes in democratic governance.

4900 Propaganda and Mass Communication (3) Theory, development, and impact of propaganda as a controversial mass communication strategy for influencing public opinion.

7004 The News Media and Governance (3) News media influence on political actors, processes, and outcomes in American politics; public policy towards the news, strategic political communication, and influences of public officials and other political actors on the framing and structure of content.

7036 Seminar in Media and Public Affairs Theory (3) Advanced studies in the application of mass communication theory to public affairs and public policy cases, problems, and issues.

**PUBLIC RELATIONS**

3000 Principles of Public Relations (3) Mass communication techniques applied to theories and principles of the public relations function.


4001 Public Relations Writing (3) Y Prereq.: MC 2525, 3010. Majors only. 2 hrs. lecture; 2 hrs. lab. Developing and writing news releases, speeches, audio-visual scripts, feature stories, and other public relations communications.

4004 Case Studies in Public Relations (3) Y Prereq.: MC 3010. Majors only. Theoretical concepts of public relations practice applied to solution of strategic business, institutional, and organizational problems.

4005 Public Relations Campaigns (3) V Prereq.: MC 3018, 4001, and 4004. Majors only. 2 hrs. lecture; 2 hrs. lab. Developing and implementing public relations communication campaigns, hands-on experience in designing and producing print and audio-visual materials for campaigns, emphasis on use of planning and evaluation techniques.

7006 Public Relations Strategies and Tactics (3) Formal and informal models, tasks, and techniques used to formulate and complete management activities of public relations and to function ethically in social systems.

7007 Public Relations Administration (3) Principles of public relations management and application of project research techniques; strategies of campaign setting; planning, organizing, staffing, leading, and controlling.

7008 Public Relations Programming and Production (3) Prereq.: MC 4111 or equivalent writing proficiency. 2 hrs. lecture; 2 hrs. lab. Writing public relations messages for print and broadcast; program proposals; practice in writing, graphic design; and layout of messages.

7013 Public Affairs Advertising Campaigns (3) The application of advertising theory and process to public affairs campaigns; emphasis on strategy development in the context of political or issues-oriented campaigns.

7209 Public Communication Practices (3) The role mediated communication plays in defining/influencing/altering relationships among various stakeholders and interest groups, with emphasis on mass communication strategies used to formulate and execute public affairs programs.

7210 Public Communication Administration (3) Principles of public affairs, issues management, and political communication; application of research techniques in communication campaigns, strategies of campaign settings; planning, organizing, staffing, leading, and controlling communication campaigns in corporate and governmental settings.