

MASS MEDIA

Department of Mass Media

Website: <https://www.washburn.edu/academics/college-schools/arts-sciences/departments/mass-media/index.html> (<https://www.washburn.edu/academics/college-schools/arts-sciences/departments/mass-media/>)

Faculty

Associate Professor Kristen Grimmer, PhD, Chair
Associate Dean and Professor Maria Stover, PhD
Associate Professor Matthew Nyquist, MFA
Senior Lecturer Regina Cassell, MS
Lecturer Sam Finch, MA
Lecturer Dean Krueger, MFA

Mission

The mission of the Department of Mass Media at Washburn University is the pursuit of excellence. Through excellence in teaching, scholarly, creative, and community activities, students are empowered to discover and express their voices in today's mass media landscape. With students at the forefront of all of its endeavors, the Department of Mass Media strives to build exceptionally ethical, professional, critical, strategic, and socially responsible leaders who are prepared to make an indelible impact in a diverse and engaging media environment. Through cooperative partnerships, projects, and internships with global, national, and local organizations, students are provided opportunities to apply the skills developed in the classroom to their professional endeavors. Upon graduation, students are prepared to create responsible, effective contemporary media for a mobile and global society. Driven by its faculty and students, the Department of Mass Media aims to promote media literacy, freedom of expression, and socially responsible communication.

Vision Statement

You want to change the world and get a job. We'll help you do both.

Description of the Department

The Bachelor of Arts program in mass media teaches students to adapt and thrive as media professionals in a world dominated by the media. The mass media program prepares students to be successful mass media communicators through real-world experience combined with education in the theory, art, and the practice of mass communications in the classroom.

Mass media offers three concentrations that are designed to be flexible so that students can discover their ideal career paths as they learn. Upon graduation, our students are ready to take their place in a wide range of media-related jobs including online, TV broadcast, and print journalism, advertising and public relations, media planning and analysis, digital media management, and film and video production. The mass media major and all the mass media minor programs can be combined with other majors and minors offered in the College of Arts and Sciences as well as with other schools within the university.

Student Learning Outcomes

Mass media students at Washburn University, upon graduation, are expected to:

- Understand the development of technology and its impact on society and use existing technologies and information to address real-world issues and recognize emerging technological trends and their impact on the future.
- Research, organize, present and/or communicate information in meaningful ways to diverse audiences.
- Critically analyze information and the credibility of the sources of information, and clearly express that information in written, visual and oral form.
- Identify diversity, ethics, equality and human rights, the interconnectedness of societies and cultures, and demonstrate a commitment to finding solutions to problems that affect the world.

Hands-on Experiences

Mass media majors and minors have the opportunity to gain hands-on experience in advertising, public relations, journalism, and film and video at Washburn University. Most mass media courses are highly involved with learning skills using media-related software and technology, as well as producing work for real-world clients. Majors and minors will gain both classroom instruction and experiential learning in media-specific facilities such as the mass media computer lab, the mass media film editing lab, the TV studio, the podcast studio, and the Student Media office, which offers paid jobs in media publishing, social media management, advertising and promotions.

Internships

Internships are required for all students. The mass media faculty members maintain a network of contacts, but students are responsible for finding and setting up their own internships. The process of signing up for the internship program starts during the semester immediately preceding the internship semester. To enroll in the internship class, students must first obtain the consent of the Internship Coordinator. Students work a total of 128 hours for the organization. Twenty-four hours of credit in the major, with at least nine hours in the area of concentration, must be completed prior to the internship experience.

Mass Media Honors

Must have a 3.2 overall GPA, 3.5 Mass Media GPA. Earn a minimum of three badges. Apply by Week 10 of your graduation semester.

Programs

- Mass Media, BA - Advertising and Public Relations Concentration (<https://catalog.washburn.edu/undergraduate/college-arts-sciences/mass-media/mass-media-advert-public-relations/>)
- Mass Media, BA - Contemporary Journalism Concentration (<https://catalog.washburn.edu/undergraduate/college-arts-sciences/mass-media/mass-media-contemp-journalism/>)
- Mass Media, BA - Film and Video Concentration (<https://catalog.washburn.edu/undergraduate/college-arts-sciences/mass-media/mass-media-film-video/>)
- Mass Media, Minor (<https://catalog.washburn.edu/undergraduate/college-arts-sciences/mass-media/mass-media-minor/>)
- Applied Media, Minor (<https://catalog.washburn.edu/undergraduate/college-arts-sciences/mass-media/applied-media-minor/>)
- Film and Video, Minor (<https://catalog.washburn.edu/undergraduate/college-arts-sciences/mass-media/film-video-minor/>)

Course Offerings

MM 100 Introduction to Mass Media (3)

The subject of this course is mass media. It is designed to acquaint students with newspapers, magazines, books, radio, recordings, television, films, advertising, public relations, and the interactive media of computers and information technology. Prerequisite: None.

Course Attributes:

- KBOR Gen Ed: Arts and Humanities
- Pre-AY 2024-2025 Gen Ed: Humanities
- USLO: Information Literacy and Technology

MM 128 The Impact of The Walt Disney Company on Society (3)

This course will explore the impact that the Walt Disney company has had on society in both the domestic and international cultural spaces. Topics explored include the company's influence on society and culture through:

1) mass media, such as film, television, radio, publishing, literature, online, and gaming; 2) business, such as tourism, merchandising, licensing, franchising, marketing, and promotions; 3) innovation, such as technology, creative development, engineering, and architecture; 4) history, such as historical, gender, race, and colonial representation.

Prerequisites: None.

MM 155 Sports and the Media (3)

This course is designed as a foundational course and, as such, examines the interrelationship between the media and sport. Emphasis is placed on how media tell the story of sport. Students critically examine how media shape sports news, images, events, identities, and the cultural values of fans regarding sport. Also, students become acquainted with a diverse array of media and media industries (i.e., newspapers, magazines, books, radio, recordings, television, film, gaming, advertising, public relations, and digital media) in the context of the sport industry in order to understand the role these media play in transmitting sport as a cultural phenomenon. Prerequisites: None

Course Attributes:

- KBOR Gen Ed: Arts and Humanities
- Pre-AY 2024-2025 Gen Ed: Humanities
- USLO: Information Literacy and Technology

MM 199 Professional Media Applications (3)

This class implements technology processes and the construction of messages to be used in commercial, social and mobile media while creating an understanding of the significance and application of basic media terminology. Prerequisite: None.

MM 202 Professional Media Writing (3)

The study and practice of fundamentals of media writing for journalism, public relations and advertising. Prerequisites: MM 100 and MM 199 or consent.

MM 222 Screenwriting (3)

The focus in this course is to develop knowledge and skills relating to visualization of cinematic story elements, and writing a narrative film script. Topics include: formatting, structure, character development, conflict, dialogue, and other script elements. Prerequisites: MM 100 and MM 199 or consent.

MM 300 Media Law, Ethics & Diversity (3)

This course takes an in-depth look at the First Amendment, ethics, and diversity from a media practitioner's standpoint. Students will think critically about the freedoms of speech in the United States, privacy in a digital age, and common legal protections in the workplace. The course will also include an examination of professional ethics in mass media and how those may be applied in case studies. Furthermore, students will also examine the societal representations of gender, race, and disability in media and how those images influence and reinforce cultural stereotypes. Prerequisites: MM 100 or consent.

Course Attributes:

- KBOR Gen Ed: Inclusion and Belonging
- Pre-AY 2024-2025 Gen Ed: Humanities
- USLO: Global Citizenship, Ethics and Diversity

MM 301 Mass Media & Cinema (3)

Investigation into how the cinema portrays the media of radio, television, film and the press. Discussion of various types of film analysis and criticism, including production analysis, sociological, genre, and ideological criticism of film form and content. Prerequisites: MM 100 or consent.

MM 303 Video Game Storytelling (3)

This course empowers students to learn the professional side of video games, and understand the central role of storytelling and character development. In addition to storytelling basics, students are exposed to the vital history and design elements in the industry. Professionals from all sides of the video game industry interact directly with students, providing them with first-hand insights. This course provides a foundation for pursuing a career in the video game industry from the producer, designer, executive, journalistic, and public relations standpoints. Prerequisites: None

MM 308 Intro Film & Video Techniques (3)

This course provides students the opportunity to learn the basics of film and video production. Students are introduced to a variety of valuable video content creation tools and techniques such as effectively shooting video with a smartphone, and video editing using Adobe Premiere Pro. Students will apply what they learn throughout the course through the completion of various video projects. Prerequisites: MM 100, MM 199, or consent.

MM 311 TV Studio Production (3)

Practice of the production roles and technical operations required to work collaboratively in a multi-camera TV studio environment. This course will provide students the opportunity to live-direct and work as part of a TV studio production crew in a variety of roles to produce a series of studio and field productions. Prerequisites: MM 100, MM 199, or consent.

MM 312 Cinematography (3)

This course focuses on the skills and theory of the camera department in the modern professional film and video environment. Students learn how to operate as the cinematographer/director of photography, gaffer, 1st and 2nd assistant camera, and grip. Through lecture students learn the theory and technique of visual storytelling as well as gain hands-on practice in the studio. Prerequisite: MM 100, MM 199 or consent.

MM 314 Animation, Vfx & Motion Graphics (3)

This course teaches the basic concepts and principles of animation, special effects, color correction, and motion graphics for video production. Students will also gain basic skills through an introduction to various special effects software such as Adobe After Effects and Unreal Engine. Prerequisites: MM 199 or consent

MM 315 Military & the Media (3)

This course takes an in-depth look at the complex relationship between two major societal systems in the United States, the military and the media, which includes the representation of the U.S. military in the news and entertainment media. Students will identify issues of diversity, equality and human rights in the news and entertainment media and evaluate how those issues are created, reinforced, or disrupted by the U.S. military. Prerequisites: EN 101

MM 321 Advanced Professional Media Applications (3)

This course introduces students to a practice-based approach to visual communication where fundamental principles of typography, color and design are introduced alongside a variety of projects that expose students to industry-standard applications and software. Prerequisites: MM 100 and MM 199 or consent of instructor.

MM 326 Student Media Practicum (1)

This course provides students with the opportunity to gain hands-on experience by becoming contributing members within Student Media's newsroom at Washburn. Students will emerge with augmented skills in writing, reporting, editing, photography, podcasting, videography and graphic design as a result of their contribution to the Washburn Review Newspaper, the Kaw Yearbook, and the Bod Magazine. Prerequisites: EN 101 or consent.

MM 328 The Impact of The Walt Disney Company on Society (3)

This course will explore the impact that the Walt Disney company has had on society in both the domestic and international cultural spaces. Topics explored include the company's influence on society and culture through: 1) mass media, such as film, television, radio, publishing, literature, online, and gaming; 2) business, such as tourism, merchandising, licensing, franchising, marketing, and promotions; 3) innovation, such as technology, creative development, engineering, and architecture; 4) history, such as historical, gender, race, and colonial representation. Prerequisites: EN 101.

MM 330 Video Production for News, Advertising & Public Relations (3)

This course teaches reporting, writing, shooting, and editing video for various media such as TV news, commercial advertisements, and social media. Students will practice announcing and interviewing on camera, preparing audio/visual scripts, filming, and editing video. Prerequisites: MM 308 or consent.

MM 350 Film Editing and Theory (3)

This course examines the craft and art of editing in the digital age and explores film history and theory as related to the editing process. Students engage in editing assignments to apply continuity and non-linear techniques. Prerequisites: MM 100, MM 199 or consent

MM 351 Data Literacy & Audience Research (3)

Emphasis is placed on evaluating the role research plays in guiding integrated brand promotion (IBP) personnel in decision-making. Students are exposed to the basics of qualitative and quantitative research to uncover insights to and inspire a creative idea that addresses IBP problem. Prerequisites: MM 100, MM 199, or consent.

MM 352 Advertising and PR Strategies (3)

Students develop creative messaging for a variety of media channels, engage in strategic message planning, and learn about crisis communication strategy and management. Prerequisites: MM 100, MM 199, or consent.

MM 355 Sports & The Media (3)

Mediated sport is an important facet of modern life. This course will explore the fundamentals of media as related to both collegiate and professional sports. Students will apply strategic thought in the creation of various media related to the sport industry. Prerequisites: EN 101 or consent.

MM 360 Diversity & Representation in U.S. Media (3)

This course deepens conversations around diversity, equity, and inclusion in media industries by critically examining portrayals of race, ethnicity, gender, sexual orientation, disability, age, and class in U.S. mass media. Students will analyze how these representations shape and reinforce cultural stereotypes, while reflecting on their own roles as media consumers and producers in promoting respect and equity for all. Prerequisites: EN 101 or consent.

MM 372 Film Production (3)

This lab course provides students an opportunity to utilize the skills and theory they've learned from the prerequisite film courses on three high quality film projects as a collaborative trio. Students learn directing, producing and production/post sound skills as well as utilize their editing and cinematography skills with a focus on collaboration. With an emphasis on the professional environment, students acquire skills that allow them to walk onto any set or post-production environment on any type of narrative production. Prerequisites: MM 222, MM 312, MM 350 or consent.

MM 375 Murder, Mayhem and Media (3)

This course teaches real-world skills and provides valuable information for students interested in covering crime or courts for media outlets; working in law enforcement or judicial public relations; or telling crime stories through books, movies or TV. The course provides insight into what police officers do, how the criminal justice system works and how the media covers crime, with an emphasis on social media and current events. The class seeks to help enable students to serve as the eyes and ears of their readers and viewers, telling stories in a descriptive manner that helps people hear the sirens and smell the smoke. Prerequisite: MM 202.

MM 393 Special Topics/Mass Media (1-3)

Special subject courses not covered in the department catalog listing. May be repeated when topics vary. Prerequisite: EN 101 or consent.

MM 401 Media Analysis & Criticism (3)

This class includes a discussion of various levels of media analysis and criticism, including production analysis, sociological, feminist and ideological criticism of media form and content. There is also an emphasis on news analysis and television criticism. Prerequisites: EN 101 or consent.

MM 403 Advanced Professional Media Writing & Production (3)

This course focuses on writing and information design skills by giving students the opportunity to practice writing mechanics, story editing, interviewing, and design for real-world publications including the Mass Media Alumni Newsletter, the Mass Media Messenger, and the Washburn Review or Indigo Magazine. Students will also learn how to tailor messages to specific audiences and explore the duties of publication editors and managers from an organizational standpoint. Prerequisites: MM 202, MM 321 or consent.

MM 405 Documentary Filmmaking (3)

Through readings, screenings, and assignments, this course will develop an understanding of the background and methods for producing independent documentary films, and the accompanying issues commonly encountered in this process. Students will develop a documentary project and script treatment on a topic of their choosing. Prerequisites: MM 222, MM 312, and MM 350 or consent.

MM 408 Sports Branding & Promotion (3)

This course surveys the strategies, techniques, and media employed to promote a wide array of sports products available to the American audience. In this course, students explore the fundamentals of branding and promotion as related to both collegiate and professional sports. Topics explored include understanding the landscape of the sports industry, the variety of promotional tactics employed in the field, the role of entertainment related to the sports venue, the role of media in delivering the sports product, and consumer behavior related to the fan experience. Students emerge from the course with a strong understanding of the roles that branding and promotion play in building relationships between sports entities and consumers. Prerequisites: MM 100 or consent.

MM 411 Entrepreneurial Media (3)

The class emphasizes how business principles are utilized to explore entrepreneurial opportunities in media. Students gain insight into how media content and service enterprises are conceived, planned, financed, and managed. The legal, ethical, and social implications of independent digital media ventures are considered. Prerequisites: MM 100 and MM 199 or consent.

MM 414 Advanced Film Production (3)

This advanced lab course functions as a full-fledged production company that works on one high-quality film project. Students select a director and producer duo from the class who then hire out the rest of the class as the DP/cinematographer, editor(s), production sound, post sound, assistant director, costume designer, production designer, and additional positions. The business aspects are analyzed from funding to distribution so students can leave the class with a high-quality project and a deeper understanding of how to work in whatever aspect of the business they chose. Prerequisites: MM 372 or consent.

MM 416 Digital and Social Content Strategies (3)

This course teaches students to recognize the vital role that social media play in an organization's communication efforts as well as exposes them to the material related to developing an effective social media strategy. The class functions as a social media agency where students produce high-quality work for a client. Prerequisites: MM 321 or consent.

MM 421 Event Planning and Management (3)

This course focuses on event planning and crisis communication from a media practitioner's perspective. Students will help plan and manage real-world events throughout the semester, putting into practice the skills they have learned. Along with this, the class studies creating and implementing crisis communications plans to show how organizations navigate the communication process during a crisis. Prerequisites: EN 101 or consent.

MM 426 Advanced Student Media Practicum (2)

This course provides students with the opportunity to gain hands-on experience by becoming contributing members within Student Media's newsroom at Washburn. Students will assume assistant-level leadership responsibilities and a specific project to manage. Students will oversee a small group of staff members to complete a more in-depth media assignment, developed in consultation with the director of Student Media and a Core leader of the organization while continuing to build skills in writing, reporting, editing, photography, podcasting, videography and graphic design as a result of their contributions to the Washburn Review Newspaper, the Kaw Yearbook, and the Bod Magazine. Prerequisites: MM 326 or consent.

MM 431 Creative Media Publications (3)

Students will work with on and off-campus clients to produce, edit, and design communication materials, both print and online, associated with business, industry, and non-profit groups. Students will also write, design, edit, and sell advertising for the department alumni magazine, the Mass Media Messenger. Prerequisite: MM 321.

MM 432 Advanced Advertising and PR Strategies (3)

Building on the foundational concepts studied in MM352, this course explores integrated brand promotion (IBP) through the execution of a complete IBP project with a real-world client. As part of this project students analyze a specific industry, cultivate insights related to the client's targeted consumers, develop objectives to solve the client's issue from an IBP perspective, create messaging for a variety of media channels, put forth a media plan and a means for the client to effectively measure the proposed plan, and pitch the plan to the client. Through this course, students emerge with real-world, practical experience in the field of IBP. Prerequisite: MM 352 or consent.

MM 433 Film Festival Management (3)

This course follows the planning and execution of the annual WIFI Film Festival, with students in charge of programming, promotion, fundraising, marketing and logistics. Students experience all aspects of running a large entertainment event in a real-world setting. Prerequisites: MM 100 or consent.

MM 435 Community News Reporting (3)

Students will learn about the role community journalism and local news reporting plays in promoting civic engagement, informing local citizens, and encouraging democracy. Students will report and write human-interest stories that paint a fuller picture of the people and places that make up the local community. Students will also identify and evaluate stories, as both a media consumer and producer, that highlight problems and solutions concerning the issues of diversity, equality, and human rights that affect the local community. Prerequisites: MM 403 or EN 300 or EN 308 or EN 312 or Consent

MM 485 International Media Systems (3)

This class covers and analyzes the development, structure, and functions of media in other nations, and offers an examination of the role of communications in the international arena. Prerequisites: EN 101 or consent.

MM 492 Independent Study (1-3)

Investigates a mass media area of interest not covered in regular courses. Involves producing research or creative projects. Prerequisites: Consent of faculty and chairperson; majors only.

MM 493 Special Topics/Mass Media (1-3)

Special subject course not covered in the department catalog listing. May be repeated when topics vary. Prerequisites: MM 100 or consent.

MM 494 Internship (1-2)

Experience and training in professional setting related to mass media careers. Mass media faculty and the sponsoring organization supervise students. A total of 64 hours of work per credit hour is given to the sponsoring organization during the semester. Usually requires 8-12 hours per week. Prerequisites: consent; second semester junior or senior standing; 24 credit hours completed in the major and 9 hours completed in concentration.

MM 499 Career Development & Digital Portfolio (2)

Students in this class explore career options and make preparations for a transition from academic life to professional careers or graduate school. A significant portion of this class will be devoted to developing and/or improving the credentials needed to land a job in the media field. In particular, this class will provide students with the opportunity to finalize their resume and digital portfolio. Prerequisites: majors only; senior status.