

# 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

Professor Maria Raicheva-Stover, PhD, Chair  
Associate Professor Kristen Grimmer, 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

We live in a society dominated by the media where it is more important than ever to master the art of communication. At the same time, the mass media landscape is changing almost daily. That's why the mass media program is designed to be flexible and help our students adapt and thrive in an era of rapid transformation.

Washburn's program prepares students to become successful communicators. Our students learn through real-world experience combined with education in the theory, the art and practice of communications in today's media environment.

Our students graduate ready to take their place in a wide range of fields including online, broadcast and print journalism, advertising, media analysis, film and video production, digital media management, as well as public relations and event planning. The major and minor can be selected in combination with other majors offered in the College of Arts and Sciences and 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 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 have the opportunity to gain hands-on experience in advertising, public relations, journalism, as well as film and video at Washburn University. Most mass media courses are highly involved with learning skills in technology, as well as producing work for real-world clients. Mass media majors also gain much needed experience in film and TV broadcasting by using Instructional Media's television studio, and the public TV station, KTWU. Student Media offers paid opportunities for print, digital media, radio, advertising and promotions. The writing, design and editing courses are taught in the Stauffer Mass Media computer lab. The film and video editing courses are taught in the film editing lab in Henderson Learning Center.

## 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:

- Gen Ed AY 2024-2025: Arts and Humanities
- Gen Ed Pre-AY 2024-2025: 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:

- Gen Ed AY 2024-2025: Arts and Humanities
- Gen Ed Pre-AY 2024-2025: 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.

### 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 and MM 199

### 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. Prerequisite: MM 202 or MM 222 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 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: MM 202 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 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)**

To make effective strategic decisions, advertising and public relations professionals must be informed of trends and changes related to an organization and its competitive environment. Furthermore, advertising and public relations professionals must know how to design and execute research that will inform organizational decision-making and the creative process. Working from the perspective of a brand strategist, students in this course collect, interpret, evaluate, and report research findings. Students are exposed to both qualitative and quantitative research methods for advertising and public relations program management. Emphasis is placed on the research process, sampling techniques, data collection methods, evaluation of data, and report writing. Prerequisite: MM 321 or consent. This class is a corequisite to MM 352.

**MM 352 Advertising and PR Strategies (3)**

This course focuses on the fundamentals related to the fields of advertising and public relations, and the larger roles that each discipline plays in an organization's overall integrated brand promotion (IBP) function. Students explore the foundational concepts related to the IBP industry's structure, professional careers in the field of IBP, how organizations segment and target potential and current consumers. Students also develop creative messaging for a variety of media channels, engage in strategic promotional planning, and discover brand building through reputation management and crisis communication techniques. Through this course, students emerge with both a broad understanding of IBP and its place in business and society, as well as a specific understanding of the IBP process. Prerequisites: MM 202 and MM 321 or consent. MM 351 is a corequisite

**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 and MM 199

**MM 360 Minorities & The Media (3)**

This class is an examination of the portrayal of underrepresented groups in the media, and how these audiences can be reached via media messages. Prerequisite: MM 100 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, and MM 350.

**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: MM 100 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: MM 100 or consent.

**MM 403 Advanced Professional Media Writing (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 like the Mass Media Alumni Newsletter, the Mass Media Messenger, and the Washburn Review. Students will also learn how to tailor messages to specific audiences and explore the duties of publication editors and managers from an organizational standpoint. Prerequisite: MM 202

**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 321

**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: MM 321 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 202 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 202 or MM 222 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: MM 100 and EN 300, 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.