

MEDIA COMMUNICATIONS

The Media Communications Track at Mount Wachusett Community College provides students with the opportunity to earn an Associate of Arts Degree in Liberal Arts and Sciences. Upon completion of this program, students are prepared to transfer to a four-year institution to complete a baccalaureate degree. The Media Communications Track offers a student the opportunity to explore communications and media production, while completing a core curriculum used for transfer that meets the MassTransfer requirements for a program in Communications.

MEDIA COMMUNICATIONS TRACK (LAMC)

A DEGREE IN LIBERAL ARTS AND SCIENCES

This program is for those who want a strong background in Communications and Media Studies, and plan to transfer to a four-year college or university to pursue a degree in Communications. With a bachelor's degree in communications, students may pursue a career in Public Relations, Marketing, Advertising, Journalism, Politics, Education, Social Services, Human Services, Business, International Relations, and Negotiation. Students seeking careers in media production should instead choose one of our Media Arts & Technology degree paths which train toward careers in Audio Production, Video, Cinema, Gaming, Technical Theater, and Photography.

Year 1

Fall		Credits
ENG 101	College Writing I	3
MAT 143	Statistics (or higher)	3
MRT 105	Introduction To Mass Media	3
MRT 106	Introduction to Human Communication	3
SOC 103	Introduction To Sociology	3
Spring		
ENG 102	College Writing II	3
MRT 123	Film Studies	3
MGT 110	Introduction to Business	3
Non-behavioral Social Science Elective ¹		3
SPC 113	Speech (formerly THE113)	3
Year 2		
Fall		
ENG 251	Introduction To Public Relations	3
MRT 112	Introduction to Audio Production	3
MRT 110	Fundamentals of Video Production	3
Behavioral Social Science Elective ²		3
Lab Science Elective ³		4
Spring		
MRT 228	Self Promotion and the Business of Media Arts	3
ENG 241	Journalism I: Media Writing	3
Culturally Diverse Literature Elective		3
Science Elective ⁴		3
Professional Elective (see list below)		3
Total Credits:		61

¹ Non-behavioral Social Science Electives: See Elective Courses by Abbreviation (<http://catalog.mwcc.edu/electivecoursesbyabbreviation/>).

² Behavioral Social Science Electives: See Elective Courses by Abbreviation (<http://catalog.mwcc.edu/electivecoursesbyabbreviation/>).

³ Lab Science Electives: See Elective Courses by Abbreviation (<http://catalog.mwcc.edu/electivecoursesbyabbreviation/>).

⁴ Science Electives: See Elective Courses by Abbreviation (<http://catalog.mwcc.edu/electivecoursesbyabbreviation/>).

Culturally Diverse Literature Electives

		Credits
ENG 221	Women's Literature	3
ENG 235	Children's Literature	3
ENG 236	Modern Drama	3
ENG 237	Queer Voices in Literature	3
ENG 261	The Short Story	3

Professional Electives

		Credits
BUS 125	Communication For Business And Industry	3
ENG 106	Technical Writing	3
ENG 239	Creative Writing I	3
ENG 240	Creative Writing II	3
ENG 242	Journalism II: Advancing Newswriting	3
GID 104	Digital Imaging (Photoshop) (Formerly CGD 104)	3
HST 101	Introduction To Human Services	3
HST 150	Cultural Awareness	3
MKT 142	Marketing	3
MRT 122	Fundamentals of Audio Postproduction	3
PHL 110	Logic	3
PHL 201	Introduction To Philosophical Issues	3
PHL 250	Moral Philosophy	3
PHO 115	Introduction To Digital Photography	3
PSY 101	Psychology Of Self	3
PSY 105	Introduction To Psychology	3
PSY 143	Group Dynamics	3
SOC 125	Gender Issues	3

Student Success Tips

MWCC has unique production opportunities that are not available anywhere else. Students should be aware, however, that production courses are known to have difficulty transferring regardless of the institution at which they are taken. It is recommended that students consult with program faculty and an academic advisor to choose the production courses that best suit their needs and interests.

Transfer Options

For transfer options, please click here (<http://catalog.mwcc.edu/academicresources/#transferinformationtext>). It is recommended that you also consult with your academic advisor.

MASSTRANSFER

Students who plan to transfer to a Massachusetts state university or a University of Massachusetts campus may be eligible to transfer under the MassTransfer agreement, which provides transfer advantages to those who qualify.

Please click here for MassTransfer information (<http://www.mass.edu/masstransfer/>).

PROGRAM STUDENT LEARNING OUTCOMES FOR LAMC

Upon graduation from this program, students shall have the ability to:

- Evaluate the media's power and role in society, and the legal and ethical issues that confront communications professionals.
- Analytically consider communication concepts, perspectives, methods and theories.
- Value through fundamental studies, media skills in writing, business, promotion, production, and distribution.
- Methodically promote themselves in a professional manner.
- Formulate clear and precise questions about complex problems and ideas relevant to a variety of disciplines—math, science, the humanities, and the social sciences—and gather, assess, and interpret information to arrive at well-reasoned conclusions and solutions.
- Demonstrate an understanding of complex written texts that demand an appreciation of subtext, irony, metaphor, and the subtlety and nuances of language.
- Successfully complete a substantial research paper that demonstrates the ability to formulate a research question, conduct research using the library's databases, and synthesize information from a variety of sources into a cohesive and in-depth analysis of a topic.
- Demonstrate knowledge of historic, social, and cultural backgrounds necessary for understanding their own and other societies with an emphasis on important ideas and events that have shaped, and continue to shape, their world.
- Demonstrate scientific literacy, which can be defined as the matrix of knowledge needed to understand enough about the universe to deal with issues that come across the horizon of the average citizen, in the news or elsewhere.
- Demonstrate a broad exposure to, and an understanding of, the differences and similarities in the various academic disciplines within their Liberal Arts education.
- Successfully transfer to a baccalaureate degree granting institution if desired, with the proper educational foundation for transition into a chosen field of study.

TECHNICAL STANDARDS FOR LAMC

Students entering this program should be able to:

- Comprehend textbook material at the 11th grade level.
- Communicate and assimilate information either in spoken, printed, signed, or computer voice format.
- Gather, analyze, and draw conclusions from data.
- Distinguish the movement of meter displays, positions of knobs on equipment, and images through camera lenses and/or small camera screens.
- Differentiate content, tones, and words in sound recordings.
- Work as a member of a team.
- Appropriately use production equipment with or without accommodations.

Jobs within the various Media / Communications industries require a wide range of physical and mental capacity for career success. Students seeking employment within these industries should review the following information carefully when deciding to engage in this course of study.

Skills

Careers in Media / Communications typically demand the following skills:

Active Listening - Giving full attention to what other people are saying, taking time to understand the points being made and asking questions for clarification as appropriate.

Speaking - Talking to others to convey information effectively.

Critical Thinking - Using logic and reasoning to identify alternative solutions, conclusions, and approaches to problems.

Reading Comprehension - Understanding written sentences and paragraphs in work related documents, production documentation, and equipment manuals.

Complex Problem Solving - Identifying complex problems and reviewing all necessary information to develop and evaluate options and implement solutions.

Active Learning - Understanding the implications of new information for both current and future problem-solving, troubleshooting, and decision making.

Operation and Control - Controlling operations of equipment or systems.

Troubleshooting - Determining causes of operating errors and deciding what to do about it.

Equipment Selection - Determining the kind of tools and equipment needed to complete a job safely and efficiently.

The Media Arts and Technology Department does not offer any students special classes, a reduced standard for academic performance, exemptions to graduation requirements, or credit for effort in place of demonstrated competence or skill acquisition.

MWCC will comply with Section 504 of the Rehabilitation Act of 1973 and Title III of the Americans with Disabilities Act of 1990. The mission of the department is to train individuals for technical and/or non technical entry-level positions within various media industries. MWCC's ADA Policy outlines accommodations available to students with disabilities. It is strongly recommended that prior to investing time and monetary resources, a prospective student with a known disability contact Admissions to discuss potential for success in the media arts industries.

Persons with disabilities in any of the following areas are urged to speak with Admissions before entering this course of study:

- **Near Vision** - The ability to see details at a close range (e.g. reading dial or meter settings on production equipment and camera screens)
- **Oral Expression** - The ability to communicate information and ideas in speaking so others will understand.
- **Oral Comprehension** - The ability to listen and understand information and ideas presented through spoken words and sentences.
- **Written Expression** - The ability to communicate ideas in writing so others can understand (e.g. production documentation)
- **Hearing Sensitivity** - The ability to detect or tell the differences between sounds that vary in pitch and loudness.
- **Information Ordering** - The ability to arrange things or actions in a certain order or pattern (e.g. signal flow, color coding)
- **Selective Attention** - The ability to focus on a single source of sound in the presence of other distracting sounds.
- **Sound Localization** - The ability to tell the direction from which a sound originated.
- **Deductive Reasoning** - The ability to apply general rules to specific problems to produce answers that make sense.
- **Finger Dexterity** - The ability to make precisely coordinated movements of the fingers to grasp, move, manipulate, or assemble small objects. (e.g. connecting wires, cables, and adjusting small buttons and knobs)
- **Time Sharing** - The ability to shift back and forth between two or more activities or sources of information.
- **Memorization** - The ability to remember information such as words, numbers, and procedures.

MRT 105. Introduction To Mass Media (Formerly BCT 105). 3 Credits.

Students examine the effects and impact of the mass media on contemporary life. Emphasis is on the influence of television, film, radio, Internet, and print media in such areas as entertainment, news, politics, advertising, popular culture, and human behavior. Prerequisites: ENG 098, FYE 101, RDG 098, or placement.

MRT 106. Introduction to Human Communication. 3 Credits.

The course introduces students to key concepts, perspectives, research fields, and methods in the study of human communication. Weekly content balances theoretical approaches and practical skill development. The role of the individual and the influence of society in communication processes are discussed. Prerequisite: ENG 098, FYE 101, RDG 098, or placement.

MRT 110. Fundamentals of Video Production. 3 Credits.

Students are introduced to the basics of video recording and editing. Instruction focuses on developing the pre-production, production, and post production expertise required to successfully plan and execute video programs. An overview of video technology is included. MRTV students must earn a C or better in the course. Fall (days). Spring (nights). Prerequisites: ENG 098, FYE 101, RDG 098, or placement.

MRT 112. Introduction to Audio Production. 3 Credits.

Students are introduced to the basic procedures and skills used by audio professionals. In order to achieve a basic understanding of sound as it relates to media productions, students perform recording and editing techniques of dialog, radio style production, as well as studio and location sound practices used for video and film. Two hours lecture and two lab hours per week. MRTA students must earn a C or better in the course. Fall (days). Spring (nights). Prerequisites: ENG 098, FYE 101, RDG 098, or placement.

MRT 122. Fundamentals of Audio Postproduction. 3 Credits.

Students are introduced to equipment, procedures, and techniques used on location and in studios for careers in audio for the television and film industries, with an emphasis on post production signal processing and editing. This course builds on the information and skills acquired in MRT 112 Introduction to Audio Production. Two hours lecture and two hours lab per week. MRTA and MRTV students must earn a C or better in the course. Prerequisites: MRT 112. Spring.

MRT 123. Film Studies. 3 Credits.

The course introduces students to key concepts of film analysis and production, including film narration, language, technology, history, genres, styles, and issues of gender, ethnicity, and identity. American and global cinemas will be discussed. Prerequisites: ENG 098, FYE 101, RDG 098, or placement.

MRT 129. Video Post Production (Formerly Editing Digital Video). 3 Credits.

Building on their knowledge of video production, students will develop expertise in the technology and techniques of digital, nonlinear editing. This course introduces the fundamental concepts, terminology, and operation of nonlinear editing systems. Throughout the course, students develop an understanding of the techniques and aesthetics video and film editors employ as effective storytellers. Using industry standard, nonlinear editing systems, students practice applying the craft of editing, assembling sequences of pictures and sounds to create finished programs including titles, graphics, and special effects. MRTV students must earn a C or better in the course. Prerequisite: MRT 110. Spring.

MRT 202. Media Arts & Technology Internship I. 3 Credits.

In this course, students earn academic credit while gaining on-the-job experience and training at a broadcast operation or other electronic media-related facility. The student's performance is evaluated by the instructor and the employer. The student will participate in periodic seminars with the course coordinator, and must prepare a detailed account of the internship at the end of the semester. Offered occasionally. Prerequisites: Minimum of 21 college-level credit hours completed.

MRT 205. Corporate Video Production. 3 Credits.

In this course, students will explore various forms and modes of corporate video production, such as promotional, instructional, educational, and corporate identity-building videos. Instruction emphasizes an analysis of clients' needs, target audiences, and distribution platforms, including social media. Students will combine essential tasks of all production stages to produce short corporate videos in professional, real life-based scenarios. MRTV students must earn a C or better in this course. Prerequisites: MRT 129. Fall.

MRT 211. Advanced Audio Production. 3 Credits.

This course builds on information and skills acquired in MRT 112 and MRT 122. Students gain competency with configurations of complex audio systems, matrixes of multibus mixers, digital mixers, advanced techniques in dialog recording, tone shaping, and music editing. Foley work, sweetening, and mixing for picture are major parts of this course. MRTA students must earn a C or better in the course. Prerequisite: MRT 122. Fall.

MRT 216. Advanced Video Production. 3 Credits.

This course focuses on advanced video production concepts and methods, such as effective pre-production, production, and postproduction workflows. It builds upon knowledge and skills students acquired in MRT 110 and MRT 129, and MRT 205. Course

instruction emphasizes an advanced level of camera control techniques, including exposure, depth of field, composition, framing, and color. Students will work with various camera and lighting equipment, explore its application in diverse settings, and learn to create effective visual messages and narratives. Fundamental concepts of digital cinematography also will be discussed. MRTV students must earn a C or better in this course. Prerequisites: MRT 205. Spring.

MRT 217. Critical Listening for Audio Engineers. 3 Credits.

This course focuses on awareness of sound. Ear training and auditory recognition are developed through directed listening tasks, discussions, and research. Topics include types of listening, listening environments, sound systems and devices, eras in sound, including equipment and technique, with analytical study of sound engineers' choices in broadcast, cinematic and musical genres. MRTA students must earn a C or better in the course. Prerequisite: MRT 122. Fall.

MRT 222. Multi-camera Video Production (Fmrly. MRT121 TV Operations and Multicamera Studio Prod.). 3 Credits.

This course encompasses the processes, equipment, facilities, and skills employed in television studio and multi-camera production. Emphasis is placed on the operation of cameras, switchers and related equipment, the responsibilities of the production crew, and the direction of live switched, multi-camera production. MRTV students must earn a C or better in the course. Prerequisite: MRT 205. Spring.

MRT 223. Independent Study In Media Arts. 3 Credits.

This course is an advanced practicum experience in which the individual student, under the guidance of a staff member, develops their media arts skills at a professional level. Prerequisite: Permission of Division Dean. Offered occasionally.

MRT 224. Music Recording and Mixing Techniques. 3 Credits.

This course is the culmination of audio training at MWCC. Students are trained in methods of both recording and mixing music. Sonic spaces, microphone choice and placement, equipment preference and sequence, technical and personal etiquette in recording musical performances involving audiences, stages, or studios - are all practiced in hands-on training in small to large production crews. Mix training utilizes class recordings of live musicians and other prerecorded material. Students mix projects from start to finish, and assist or complete professional-level mixes with the instructor. Training in mastering is applied to an audio portfolio of the student's best work to date. MRTA students must earn a C or better in the course. Prerequisite: MRT 211. Spring.

MRT 225. Live Sound Reinforcement. 3 Credits.

This course covers aspects of amplifying the sound of performances or presentations in various sized venues for in-person audiences. Students build skills in sound system: consideration configuration, testing, measuring, and safety. Hands on elements use equipment ranging from small format analog systems to top of the line Yamaha Rivage digital consoles. Techniques in mixing live performances are practiced utilizing mix skills acquired in the co-requisite course MRT 224 Music Recording & Mixing Techniques. Two lecture hours and two lab hours per week. MRTA students must earn a C or better in the course. Prerequisite: MRT 211. Spring.

MRT 228. Self Promotion and the Business of Media Arts. 3 Credits.

This course informs students of business structures and practices within the media arts industries and prepares them to advance their standings through self-promotion. Career alignment, employment options, compensations, ethics and responsibilities are covered. Students discover effective job searching and application strategies specific to media professionals. Techniques in promoting one's value are a major component of this course. Prerequisite: ENG 102. Spring.