



Mass Communications

Itasca Community College

Bemidji State University

General Information

Mass communication is generally divided into two media: print and electronics. The print media include magazines and newspapers, and non-periodical publications such as posters, newsletters, brochures, and annual reports. Electronic media include television, radio and video and audio productions. Photography contributes to both areas. Computer-generated audio and video—referred to as “new media”—play an increasing role in the field. Most media outlets, for example, maintain Web sites.

Historically, mass communication has been the primary means by which a society relays information to and entertains the public. Technological advances have promoted instantaneous, global, and persistent presentation of images and ideas. Although the media continue to reflect society, their ability to influence public opinion and the actions of groups and individuals has increased.

The Department of Mass communication offers a wide range of major-minor combinations and encourages student to work in both the print and electronic media. Writing skills are emphasized. Intensive classroom and laboratory experiences include the study of historical, practical, and theoretical aspects of mass communication. These experiences help prepare students for the challenge of the rapid technological changes they will encounter as they move through their careers.

Students are required to attain a 2.50 grade point average in Mass Communication courses before being approved for graduation with a Mass Communication major or minor.

The following two year curriculum will allow the student to complete both the Associate in Arts (A.A.) degree as well as the pre-major requirements in Mass communications. The A.A. degree fulfills BSU’s liberal education requirements.

FRESHMAN

Fall				Spring			
Engl	1101	Expos Writing	4	Engl	1113	Research Writing	3
MasC	1101	Intro to Mass Comm	3	Phil	1111	Ethics	3
		Science w/Lab	4	MasC	2202	Journ Prac/Lit Mag	1
SocSci		Gen Ed	3	MasC	1102	SurvMultiMedSoc	3
		Humanities	3	CSci	1120	Intro to Comp	3
				PE	1201	Wellness	2

SOPHMORE

Fall				Spring			
Biol	1101	Human Biol	4	Science w/o Lab			3
MasC	2199	Topics in Mass Comm	1-3	Hum	1111	War and Prop	3
MasC	1201	Intro to Media Writing	3	MasC	2201	Internship	1-2
Spch	1101/1105		3	MasC	1105	Digital Photography	3
SocSci		Gen Ed (Diversity)	3	SocSci		Gen Ed	3
				PE		Activity	1

Second Majors and Minors

Students are encouraged to discuss with their advisor the option of a second major or minor that might strengthen or complement their major.

Career Directions

Account Executive
Advertising Sales Person
Broadcaster
Editor
Information manager
Journalist
Program Director
Program Producer
Public Relations Director
Station Manager
Also: Graduate Study

The Minnesota Transfer Curriculum and Itasca's Associate in Arts Degree

The public higher education colleges and universities in Minnesota have developed a common liberal education curriculum called the Minnesota Transfer Curriculum. Students who complete the Associate in Arts degree at Itasca Community College Will have automatically met all Minnesota Transfer Curriculum requirements. Students desiring to complete the Minnesota Transfer Curriculum requirements and then transfer without the Associate in Arts degree may pick up a MNTC checksheet in the Counseling and Career Center. For questions regarding the Minnesota Transfer Curriculum, please see an ICC counselor.

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