

BACHELOR OF COMMUNICATIONS — BROADCAST MEDIA STUDIES

GENERAL INFORMATION

The essence of Broadcasting is communicating effectively with images, words and sounds. Whether it is telling a story, providing information about a product or service, delivering entertainment, or covering a live event, media content has to be conveyed in a manner that meets the needs of diverse audiences. Industry professionals have to be able to adapt to rapid changes in trends and technology and be well versed in producing for traditional broadcast media, networks and production houses, as well as for the online demands of corporations, government and non-profits.

The Broadcast Media Studies curriculum includes communication theory, a media focus on ethics and inclusion, the use of statistics in disseminating information on digital platforms, incorporating design theory and rhetoric for media content, on-air performance, news, sports and current affairs reporting and presentation, technical operations, audio production and podcasts, multi-camera mobile production, single camera on-location shooting, lighting, editing and graphics creation. In addition, General Education courses and electives provide the opportunity to study a range of subjects, and to concentrate on a particular discipline and earn a minor.

Student Conduct

Broadcast Media Studies students must adhere to MRU's Code of Student Conduct as well as the expectations of professional industry organizations such as the Canadian Broadcast Standards Council, the Ads Standards Council's Canadian Code of Advertising, and the Association of Electronic Journalists' (RTDNA) Code of Ethics. Any deliberate breaches will result in disciplinary action with transgressions being equated to academic dishonesty, and with consequences as outlined in the Mount Royal Code of Student Conduct.

Communication Work Experience

Between the third and fourth years of the Broadcast Media Studies program, students are required to complete a non-credit, semester-long supervised work experience (a minimum of 12 weeks of full-time work) in the industry. This is an opportunity to further develop their skills in a media-related environment alongside professionals.

To be eligible, all students must complete a range of prerequisites. Because the work involves professional placements, the program chair can, for a fixed period, deny eligibility for the placement to any student who has acted in an inappropriate and unprofessional manner during the preparation phase or during the work experience placement.

Any student who exhibits professional misconduct before or during the placement may be required to withdraw from the program subject to terms of the Student Code of Conduct.

GENERAL ADMISSION REQUIREMENTS

All students must meet the general admission requirements for Mount Royal University programs, as indicated in the Admission section of this calendar.

ADDITIONAL ADMISSION REQUIREMENTS — BACHELOR OF COMMUNICATION — BROADCAST MEDIA STUDIES

In addition to meeting the general admission requirements indicated in the Admission section of this calendar, applicants must also satisfy the following criteria:

Academic Course Requirements

The following specific courses (or equivalencies) with the specified minimum grades are required for admission into the Bachelor of Communication — Broadcast Media Studies program:

- English Language Arts 30-1 – 60%
- Mathematics 30-1 – 60%

Although Conditional Admission may be granted in advance of receipt of final/official transcripts, confirmation of the achievement of specified minimum grades will take place after all final/official transcripts have been received by the University. Applicants who do not meet these minimum grade requirements will be denied admission.

Continuance in the Program

Students accepted into the Bachelor of Communication program are subject to Mount Royal policies and regulations relating to baccalaureate degrees and continuance.

CURRICULUM

Bachelor of Communication — Broadcast Media Studies

All of:

- COMM 1401 – Digital Audio Production
- COMM 1402 – Writing for Digital Audio
- COMM 1404 – Digital Video Production
- COMM 1405 – Writing for Digital Video
- COMM 2400 – Broadcast Media Law and Ethics
- COMM 2401 – Digital News Gathering
- COMM 2402 – Media Marketing and Advertising
- COMM 2404 – Digital Advertising Production
- COMM 2405 – Broadcast Presentation
- COMM 2500 – Introduction to Communication Studies
- COMM 2501 – Media History and Contemporary Issues
- COMM 3401 – Diversity in Media
- COMM 3402 – Media Research
- COMM 3403 – Multimedia Content Production
- COMM 3404 – Senior Roles in the Digital Newsroom

COMM 3405 – Web Production for Broadcasters
COMM 3500 – Media, Culture and Communication Theory
COMM 4401 – Enterprise Journalism
COMM 4402 – Broadcast Policies and Regulations
COMM 4403 – Broadcast Industry Entrepreneurship
COMM 4404 – Case Studies in Broadcast Communication and Society
COMM 4405 – Independent Media Project
COMM 4501 – Roles and Practices in Contemporary Communications
MATH 1103 – Intro to Statistical Reasoning
Elective
Elective
Elective
Elective

And these non-credit program elements:

COMM 4490 – Broadcast Workplace Issues and Preparation Seminar *non-credit
COMM 4491 – Broadcast Work Experience *non-credit

*All courses are three credits except non-credit courses COMM 4490 and 4491

General Education

In addition to the above list Broadcast Media students require 12 General Education courses. For details on the nature and structure of General Education visit: mtroyal.ca/gened/courses.

GRADUATION REQUIREMENTS

Degree candidates in the Bachelor of Communication – Broadcast Media Studies must complete all core program courses with a final grade of “C” or better. Successful completion of 120 credits and all courses for graduation listed. Successful completion of one non-credit work placement and the non-credit work experience preparation seminar.

COURSE DESCRIPTIONS

COMMUNICATION STUDIES (COMM)

COMM 1401 – Digital Audio Production

(3 credits) 1 hour lecture, 3 hours lab

Broadcast Media Studies students will be introduced to the fundamental theories and practices of digital audio production as it pertains to radio, television, and internet-based multimedia elements. The history and evolution of production techniques will be covered from its roots in traditional oral storytelling, to the latest creative approaches, to the use of sound.

COMM 1402 – Writing for Digital Audio

(3 credits) 1 hour lecture, 2 hours tutorial

Students will learn the distinct approaches and nuances of writing for the listening audience, whether for traditional broadcast radio, or for internet or mobile applications. A range of narrative styles and forms will be introduced. News, commercial, and creative programming will form the basis of the content students will write and produce.

COMM 1404 – Digital Video Production

(3 credits) 1 hour lecture, 3 hours lab

This course provides students with an overview of technical theory in video production for television and multimedia. Students will learn best-practice fundamentals for working with software and equipment, and come to understand the critical role production plays in broadcast storytelling.

COMM 1405 – Writing for Digital Video

(3 credits) 1 hour lecture, 2 hours tutorial

This course will introduce students to the principles of storytelling for television and digital video, tracing its theoretical development and its application to broadcast and web-based media. Different creative styles and forms of content including news, current affairs, corporate communications, advertising and other programming genres will be examined.

COMM 2400 – Broadcast Media Law and Ethics

(3 credits) 3 hours lecture

This course explores the legal and ethical issues routinely faced by broadcasters in the production of advertising, programming and news content, including freedom of expression, graphic imagery, privacy concerns and issues of influence.

COMM 2401 – Digital News Gathering

(3 credits) 1 hour lecture, 1 hour tutorial, 2 hours lab

Through course work and assignments, students will develop research, interviewing, reporting, writing and presentation skills using digital news gathering equipment and techniques. Students will apply these skills to radio, television and internet productions such as newscasts, current affairs programs, and university sports coverage.

Prerequisites: Communications 1401, 1402, 1404, 1405 and 2400.

COMM 2402 – Media Marketing and Advertising

(3 credits) 3 hours lecture

This course covers the theory and practice of marketing and advertising in the media industry including audience demographics, branding and promotion. Course work will include research, case studies and campaign development.

Prerequisites: Communications 1401, 1402, 1404, 1405 and 2400.

COMM 2404 – Digital Advertising Production

(3 credits) 1 hour lecture, 1 hour tutorial, 2 hours lab

Following on other course work in the program, students will further enhance their abilities to produce in-studio and on-location audio and video advertising projects. Students will develop practical writing and operational skills, and will concentrate on client relations and director and producer roles and responsibilities.

Prerequisites: Communications 1401, 1402, 1404, 1405 and 2400.

COMM 2405 – Broadcast Presentation

(3 credits) 1 hour lecture, 2 hours tutorial

In order to achieve an understanding of performance for audio and video, this course introduces students to broadcast media presentation including styles and demographics, and the physiology of vocal work. Students will develop their own voice/presentation potential for broadcast media, as well as learn to guide and direct the vocal/presentation talents of others.

Prerequisites: Communications 1401, 1402, 1404, 1405 and 2400.