



CMN 101 MASS MEDIA 3 credits

Corequisite: ENG 101

Survey of the growth and development of books, newspapers, magazines, film, radio, television, cable, the Internet, and new media delivery systems. Analysis of the mass media's impact on society and individuals, and whether the media effectively fulfill their functions as deliverers of information, persuasion, entertainment, and culture. [3 lecture hours](#)

CMN 102 MEDIA ISSUES AND ETHICS 3 credits

Prerequisite: ENG 101 with a minimum C grade

An examination of current issues and ethical dilemmas in mass media such as sensationalism, press censorship, violence, political coverage, rights of privacy, and photo manipulation. The implications of recent developments in mass media and current regulation of broadcast and cable media are discussed. Students read, evaluate and analyze media ethical case studies. [3 lecture hours](#)

CMN 112 PUBLIC SPEAKING 3 credits

Prerequisite: eligibility for placement in ENG 101

Theory and practice of strategic, confident, and credible public speaking. Involves a variety of oral presentation experiences, including special occasion, personal experience, panel/group discussion, impromptu, informative and persuasive speaking. Focus on anxiety management, speech design, communication ethics, diverse audiences, and dynamic delivery. [3 lecture hours](#)

CMN 131 JOURNALISM I 3 credits

Corequisite: ENG 101

Introduction to the news media with particular emphasis on the newspaper and newswriting, the history of the press, and controversial issues facing the press. Active participation with the student paper, *The College Voice*, is integral. [3 lecture hours](#)

CMN 141 INTRODUCTION TO TV PROD. 3 credits

Basic theory and operation of TV production equipment including camera, switcher, character generator, prompter, audio console, and lighting. Following study of studio procedure, students plan, produce, write, and direct several short video productions. [2 lecture/2 studio hours](#)

CMN 146 MULTIMEDIA TECHNOLOGIES 3 credits

Extensive exploration of current multimedia technologies, utilizing the Mac platform, for storytelling and narrative purposes. With emphasis on usability, management and distribution, topics include multimedia development and design; the media elements of text, graphics, sound and video; and trends in emerging hardware and software. Multimedia projects demonstrate technical understanding and coherent narratives. [2 lecture/2 laboratory hours](#)

CMN 153 DIGITAL AUDIO PRODUCTION I 3 credits

Prerequisite: CMN 151 with a minimum C grade

Students practice and develop audio production techniques used in broadcasting and other commercial applications. Theory of audio fundamentals combines with lab exploration of digital editing, digital multi-tracking, digital music creation, synchronizing audio with video. Students write and/or produce commercials, documentaries and short soundtracks for video and other entertainment venues. [2 lecture/2 studio hours](#)

CMN 231 JOURNALISM II 3 credits

Prerequisite: ENG 101

Addresses the various kinds of newswriting (straight news, features, interpretative, editorial), editing, and the techniques of reporting (interviewing; surveys; coverage of events, meetings, speeches). Actual newspaper production aspects including layout, photojournalism, and graphics are experienced through practical work on the student paper, *The College Voice*. [3 lecture hours](#)

CMN 260 CONVERGENCE NEWSROOM 3 credits

Prerequisite: CMN 131

A multimedia capstone course in convergence media. Students complete all elements of online and print news including writing a variety of journalistic articles, taking photographs, making and editing video footage, designing info graphics, learning the fundamentals of marketing and preparing all content for both online and print formats. [2 lecture/2 studio hours](#)

ADV 210 TYPOGRAPHY II: PUBLICATION DESIGN 3 credits

Prerequisite: DMA 105 or previous design experience

Advanced study of the use of type as it relates to page layout, graphic communication and publication design using Macintosh electronic publishing technology. Students use page makeup software that integrates text and graphics for a variety of projects. [1 lecture/4 studio hours](#)

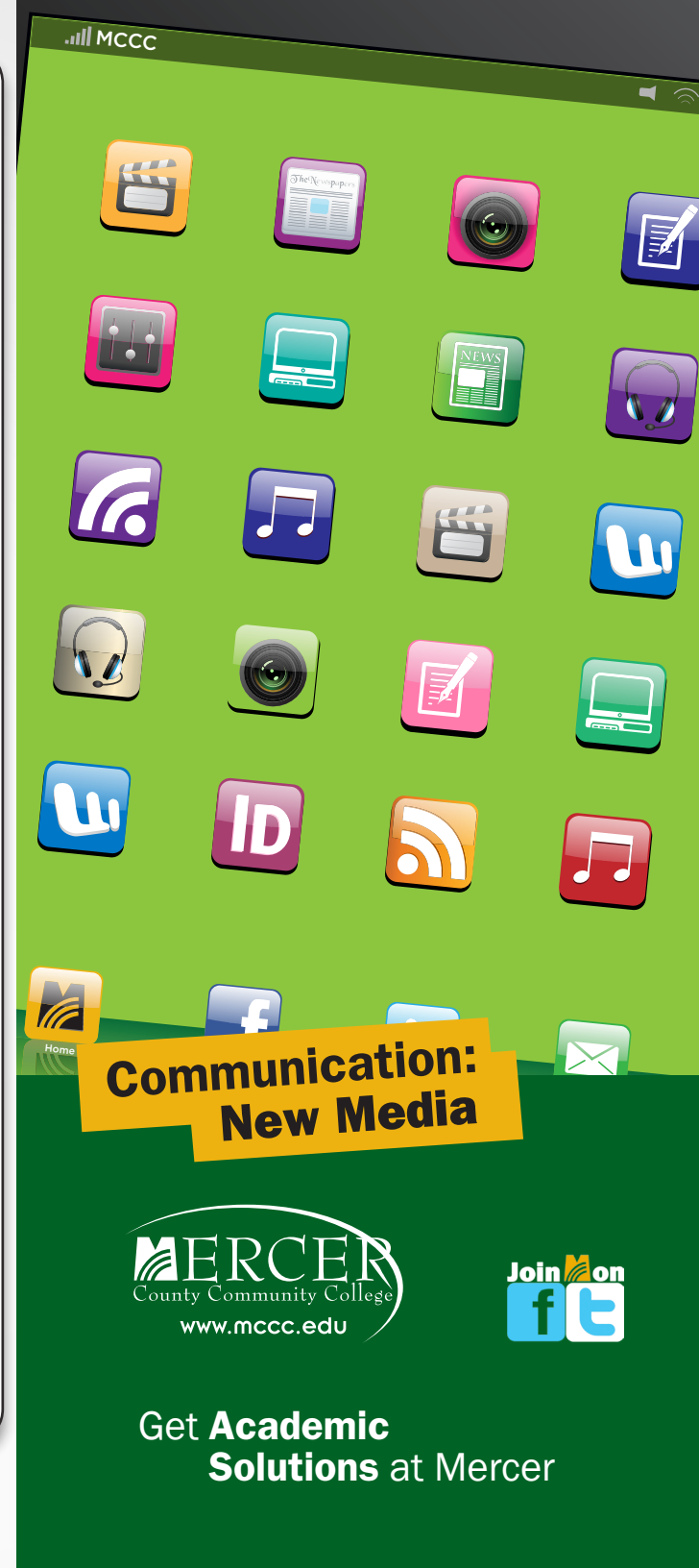
PHO 103 DIGITAL PHOTO FOR NON-MAJORS 3 credits

Introductory course for the student who has basic computer knowledge and is interested in gaining knowledge of digital imaging tools and techniques and improving their creativity. Topics include Photoshop, digital retouching, digital cameras, inkjet printing, resolution, and scanning. [2 lecture/3 laboratory hours](#)

PHO 251 DOCUMENTARY PHOTOGRAPHY 3 credits

Prerequisite or Corequisite: PHO 102 or PHO 203 with a minimum C grade

Emphasizes techniques and issues of long- and short-term location assignment shooting. Students are afforded opportunities to gain practical experience covering news, features and sports events for *The College Voice* and to work with journalism students. A photographic essay is developed throughout the semester. [1 lecture/4 studio hours](#)



Communication: New Media

(State approval pending)

*Associate in Science Degree
in Liberal Arts and Sciences*

Learn more 



CURRICULUM

Code	Course (lecture/lab hours)	Credits
CMN 101	Mass Media (3/0)	3
CMN 111	Speech: Human Communication (3/0)	3
	OR	
CMN 112	Public Speaking (3/0)	3
CMN 141	Introduction to Television Production (2/2)	3
ENG 101	English Composition I (3/0)	3
PHO 103	Digital Photography for Non-Majors (2/3)	3
ADV 210	Typography II: Publication Design (1/4)	3
CMN 102	Media Issues and Ethics (3/0)	3
CMN 131	Journalism I (3/0)	3
CMN 146	Multimedia Technologies (2/2)	3
MAT 108	Topics in Mathematics (3/0)	3
	OR	
MAT 120	Mathematics for Liberal Arts (3/0)	3
CMN 153	Digital Audio Production I (2/2)	3
CMN 231	Journalism II (3/0)	3
ENG 102	English Composition II (3/0)	3
IST 101	Computer Concepts with Applications (2/2)	3
HIS —	Historical Perspective general ed. elective	3
— —	Lab Science general education elective	3
CMN 214	Issues in Intercultural Communication in the U.S. (3/0)	3
	OR	
CMN 215	Communication and Gender (3/0)	3
CMN 260	Convergence Newsroom (2/2)	3
HPE 110	Concepts of Health and Fitness (1/2)*	2
PHO 251	Documentary Photography (1/4)	3
— —	Humanities general education elective	3
— —	Social Science general education elective	3

*HPE 111 is an acceptable alternative.

What is the New Media program?

The New Media program prepares students for the rapidly developing field that combines traditional media such as photography, film, music, and spoken and written word with the interactive power of computer and communications technology.

Students who have traditionally pursued courses of study in journalism, public relations, advertising, and communications will find that this program substantially prepares them to enter the work force or transfer to communications programs at four-year universities. Coursework emphasizes the convergence of audio/video, graphic design, photography, and writing.

[More ▶](#)

Requirements

The program may be pursued part-time or full-time. Some courses are offered during the afternoon and early evening. Students are required to attend some day classes in order to complete the program.

Admission requires a high school diploma or its equivalent.

Successful graduates of the program will be able to:

- use the tools of technology to convey stories across multiple platforms;
- analyze, evaluate, critique and create all forms of communication;
- write clear and concise prose that is suitable for print or broadcast production;
- articulate and analyze complex ethical questions related to the development of new media;
- perform a series of thinking tasks including speculation, analysis, synthesis, and abstract reasoning;
- use research materials and approaches;
- create a portfolio of convergence media projects suitable for securing employment in the new media workplace.

What about Transfer?

Graduates wishing to pursue studies leading to a bachelor's degree can transfer into the junior year at many institutions. All students should determine the requirements of the institution to which they wish to transfer. Rider University, Temple University, The College of New Jersey, Rowan University, Rutgers, and Pennsylvania State University are among the institutions that have accepted Mercer graduates.