

Madison University – Distance Education
College of Business and Economics
Degree Program: Master
Concentration: Communications



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COMM 50501 Intermediate Mass Communications

The study of history and development, structure, roles, and functions of mass media in society. Also studies the standards for evaluating mass media. Intermediate study.

Textbook: **The Media of Mass Communications, 5th edition**

ISBN#: **0-205-30767-1**

COMM 50502 Intermediate Media Writing

A study devoted to the development of on-camera and on-microphone techniques and skills for television, radio, and media writing. Intermediate study.

Textbook: **Journalism in the Information Age: A Guide to Computers for Reporters and Editors**

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COMM 50503 Electronic Media

A study of various electronic media , including radio, television, and film.

Textbook: **Human Resource management in the Electronic Media**

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COMM 50504 Law & Ethics

Nature and function of law and legal institutions in society, with emphasis on those areas of law most relevant to business operations. Also discusses the ethical issues of the business environments.

Textbook: **Communications Law: Liberties, Restraints, and the Modern Media**

ISBN#: **0-534-51264-X**

COMM 50505 News Reporting

The study of news segments in radio and television. Concentration on the effective use of sound and pictures to inform the public. A study of broadcast news style of writing.

Textbook: **Editing the News**

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COMM 50506 Media Management

A study of successful management techniques in various news and presentation media.

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MS 600 Master's Thesis

Master's Thesis.
