

PRODUCTION AND ANNOUNCING IN THE ELECTRONIC MEDIA, MASS COMMUNICATIONS CERTIFICATE

Award: Certificate in Mass Communications

No. of credits required: 30

For more information: Contact Professor Wayne Hepler, 443-412-2358, whepler@harford.edu; or Admissions, 443-412-2109.

Program Description

This program is designed to prepare students for entry level employment in production for the digital media and internet, and includes only those courses directly related to this field.

Program Goals

Upon successful completion of this program of study, students will be able to:

1. Demonstrate media literacy;
2. Appraise present-day media content, operation, regulation, impact, and/or implications;
3. Apply current technology to produce or market media content;
4. Convey ideas via electronic media.

Employment Information

Electronic media producers, directors, writers, and on-air talent are employed by new media, websites, television and radio stations, satellite and cable systems. They shoot, edit, and upload digital audio and video; write online, journalism, and commercial copy; anchor news, sports and podcasts; and record performing artists, among other technical and creative endeavors.

While the U.S. Bureau of Labor Statistics predicts slight declines in employment of on-air talent, significant growth is expected among digital producers, writers, and editors. To this end, the Mass Communications department is equipped with:

- high definition video and audio editing systems
- digital cameras
- a TV studio
- WHFC-FM.org
- *Owl* magazine and Facebook
- access to Harford Cable Network.

Certificate holders may expect to face employment competition. Students are encouraged to keep a portfolio for transfer or entry into the field.

Certificate Requirements

Students earning a certificate from HCC must complete or demonstrate exemption from the following courses: ENG 003 Reading and Understanding College Textbooks and ENG 012 Basic Writing, or ENG 018

Integrated Reading and Writing, and MATH 020 Pre-Algebra I. See graduation requirement details in this catalog for further information.

Required Courses

Code	Title	Credits
CIS 102	Introduction to Information Sciences (GI)	3
CMST 101	Speech Fundamentals (GI)	3
or MC 293	Independent Media Project	
MC 101	Introduction to Electronic Media	3
MC 102	Audio Production	3
MC 103	Television Studio Production	3
MC 201	Writing for the Electronic Media	3
MC 203	Advanced Audio Production	3
MC 204	Video Production and Editing	3
MC 283	Field Project: Announcing/Production in Electronic Media	3
MUS 222	Popular Music of the United States (GH) (D)	3
Total Credits		30

General Education Degree Requirements

Note: The following codes identify courses which satisfy the General Education Degree Requirements:

- Behavioral/Social Science (GB)
- English Composition (GE)
- Arts/Humanities (GH)
- Interdisciplinary and Emerging Issues (GI)
- Biological/Physical Laboratory Science (GL)
- Mathematics (GM)
- Biological/Physical Science (GS)