



DISCOVER YOURSELF

DEFINE YOUR WORLD

DESIGN YOUR FUTURE

The College

- Private, four-year, coeducational college
- Founded in 1894
- 1,722 students from 22 states and 7 countries
- Located in Sioux City, Iowa (greater Siouxland population 143,000)
- 68-acre campus on the National Register of Historic Places

Degrees conferred

- Bachelor of Arts
- Bachelor of Science
- Bachelor of Science in Nursing
- Bachelor of Music
- Bachelor of Music Education
- Master of Arts in Teaching

Academic year

- 4-4-1 academic calendar
- Campus life
- 50+ student-led clubs and organizations

Majors

- Advertising
- Art
 - Graphic Design
 - Photography
 - Studio
- Biology
- Business Administration
 - Accounting
 - Economics
 - Finance
 - Human Resource Management
 - International Business
 - Management
 - Marketing
- Chemistry
- Computer Science
 - Computer Science
 - Applied Computer Science
- Corporate Communications
- Education
 - Elementary
 - Secondary
 - Special Education

- English
- History
 - History
 - American History
- Interdisciplinary (Student-Designed)
- International Affairs
- Mass Communication
- Mathematics
- Medical Technology
- Music
 - Music
 - Music Performance
- Nursing
- Philosophy
- Physics
 - Physics
 - Engineering Physics
 - Engineering Science
- Political Science
- Psychology
 - Biopsychology
 - Counseling
 - General
 - Industrial/Organizational
- Religious Studies
- Spanish
- Theatre

Pre-professional

- Dentistry
- Engineering
- Law
- Medical Technology
- Medicine
- Ministry
- Optometry
- Pharmacy
- Physical Therapy
- Physician Assistant
- Veterinary Medicine



The Morningside College experience cultivates a passion for life-long learning and a dedication to ethical leadership and civic responsibility.

QUESTIONS

Morningside College
1501 Morningside Avenue
Sioux City, Iowa 51106

Admissions Office:
Call 1-800-831-0806, ext. 5111
Email: mscadm@morningside.edu

Financial Planning:
1-800-831-0803, ext 5159
E-mail: finaid@morningside.edu

www.morningside.edu



Mass Communication

Why study MASS COMMUNICATION at Morningside?

A program that introduces students to major media: print, radio, television, and the Web. An emphasis on ethics, contemporary issues, and professional standards. Excellent preparation for a career or for graduate work. Faculty with years of professional experience. An issue-oriented curriculum that encourages students to examine the role of mass communication in society.

What makes the program special?

- Hands-on learning happens through classroom activities, internships, production projects, and practical experience.
- Sioux City is home to four network television stations and nine radio stations. Morningside mass communication students have completed internships or paid positions with all of them.
- Professors incorporate their real-world experience into their coursework.
- Students learn that the real power of media is “behind the scenes.”
- The department’s small size gives professors time to advise students, work with them on independent projects, and help them develop programs of study that meet their academic and career goals.
- Students get experience with all media: print, radio, television, and the Web.

- An emphasis on First Amendment issues and connections with political science make mass communication a strong foundation for law school

How will I benefit?

- As a mass communication major or minor you will develop the following:
- Strong writing skills, accuracy, and professional standards
 - Technical knowledge of print, video, radio, and multimedia production
 - Broad-based exposure to many disciplines in the liberal arts, essential for understanding and interpreting contemporary communication issues
 - Leadership skills, accountability, and maturity
 - Awareness of the ethical responsibilities involved in communicating with the public.





MASS COMMUNICATIONS

How about the details?

Majors

Students choose between two majors:

Mass communication is a bachelor of arts degree that prepares students to pursue careers in newspapers, magazines, television, radio, public relations and advertising agencies, or for graduate work in advanced media studies. Students select classes based on their area of interest: electronic media, print media, or advance study in a graduate program.

Corporate communications is a bachelor of science degree that combines courses in business, mass communication, and art to provide the background necessary for success in the corporate world. It is excellent preparation for careers in business ownership, management, advertising, and public relations, or for graduate study in communication or business.

Courses

- 101 Introduction to Mass Communication
- 104 Audio Production
- 105 Television Studio
- 206 Field Video
- 215 Writing for the Media
- 220 Media Practicum
- 225 Seminar in Mass Media
- 247 History of the Mass Media
- 300 News and Feature Writing
- 306 Advanced Field Video
- 311 Law of Mass Communication
- 320 News Design
- 324 Electronic Journalism
- 330 Public Relations
- 411 Theories of Mass Communication
- 420 Media Practicum
- 425 Seminar in Mass Media
- 430 Senior Thesis
- 431 Media Internship-Print
- 433 Media Internship-Electronic

Who are the faculty?

Ross Fuglsang, Associate Professor

Teaches news and feature writing, editing, media history, mass communication law, and theory and serves as advisor to The Collegian Reporter student newspaper. Research interests include pop culture.

Education: B.S., M.S., Iowa State University; B.A., Central Missouri State University; Ph.D., University of Iowa

Mark Heistad, Assistant Professor

Teaches audio production, electronic journalism, law of mass communication, theories of mass communication, history of mass media, writing for the media, introduction to mass communication, and Passport: First Year Seminar. Serves as advisor to Morningside's student-run radio station KMSC-FM. Research interests include broadcast history, broadcast news, and media law.

Education: B.A., Luther College; M.A., Ph.D., University of Minnesota

Michael Buse, Assistant Professor

Teaches television studio, field video production, film history, introduction to mass communication, and Passport: First Year Seminar. Serves as advisor for the MCTV student-run television production group. Interests include history and film animation.

Education: B.A. History, Bowdoin College; M.F.A., Chapman University (California)

What happens inside the classroom?

- Courses examine the role of communication at both the local and global levels.
- Students learn to produce and process information in various media—television, radio, print, and Web—and to adapt to new technologies.
- Courses are taught within the context of the liberal arts. Students learn the role mass communication plays in society and how it is connected with other subjects such as business, art, theatre, science, and political science.
- All courses promote clear, concise writing, which is central to all human communication.

What happens outside the classroom?

Internships

Internships recently completed by mass communication students include:

- NOW, National Organization for Women, Washington, D.C.
- Cass County Memorial Hospital, Atlantic, Iowa
- Mapleton Press, Mapleton, Iowa
- St Luke's Regional Medical Center, Sioux City, Iowa
- WOWT-TV, Omaha, Nebraska
- Northwest Iowa Review, Sheldon, Iowa
- KGGO, Des Moines, Iowa
- South Dakota Public Television
- The Globe, Newspaper for the Sioux City Catholic Diocese
- The Weekender and Siouxland.net, Sioux City, Iowa
- Westwood One, Los Angeles, California
- Monsanto, St. Louis, Missouri
- WCCO-TV, Minneapolis, Minnesota
- ABC, CBS and NBC affiliates, Sioux City, Iowa

Professional portfolio

Each student creates a portfolio of internship work, which may include radio tapes and production, TV tapes and production, screenplays, newspaper clips, news releases, or marketing and advertising projects.

Hands-on experience

- KMSC-FM, Morningside's student-run radio station, heard throughout the Sioux City area. Voted a "Siouxland Choice" radio station twice by readers of *The Weekender*. Named Eric Severeid award winner for best student play-by-play broadcasts by the Northwest Broadcast News Association.
- MCTV, the student-run campus television outlet with state-of-the-art digital production and computer editing equipment, digital cameras, and studios. MCTV has a daily time slot on local cable.
- The Collegian Reporter, weekly campus newspaper, written and produced by students.

What else can I do?

- Join the Creative Edge Advertising Club and discuss advertising, pursue professional opportunities, develop your individual abilities, and exchange opinions and ideas with peers.

Where can I go from here?

Careers. A degree in mass communications can lead to a number of different careers. Our alumni have become reporters, producers, camera operators (videographers), journalists, public relations professionals, and advertising executives.

A sampling of specific jobs recent alumni hold includes:

- Editor, Iowan Magazine
- Reporter/producer, South Dakota Public Television



- Assistant director of public relations, Alzheimer's Association, Big Sioux Chapter, Sioux City
- 5, 6 and 10 o'clock news anchor, KCAU-TV Channel 9, Sioux City
- Feature writer, The Springfield Sun (Named Cox Newspapers' best feature writer of 2003)
- Assistant Director of Media Center, Kansas City Art Institute
- Promotion Director, Air America Minnesota
- Music Promoter, Los Angeles
- Advertising sales, Cable One, Sioux City
- Reporter and camera operator, KTIV, Sioux City
- Producer/editor/videographer, Woodland Media, Sioux City
- Producer/director and midday host, KGBI, Omaha, NE.

Graduate school. Recent graduates have been accepted into programs such as women's studies, history, and photography at institutions such as Bradley University, George Washington University, Chapman University School of Film and Television, Middlebury College Graduate Spanish Program, University of Nebraska, University of Iowa, and Iowa State University.

