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Course Concepts

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I have found Rogers State University's slogan, "It's Personal" to be very true. I have enjoyed what will be a four-and-a-half college career at RSU. I've found the professors to be caring, and very good at what they do. Within the communication department alone there is such a depth of knowledge that each of the professors have. They are all experts in the field of communication, and I have been very privileged to be underneath their care during my college career. After I graduate, I am planning on pursuing a job within church leadership. I plan to put the basic skills I have learned during my time at Rogers State into practice once I enter the job market. I have taken an array of courses during my college career, and in this paper I will outline five courses and identify one concept from each course.

The first course I will cover is Video Production. I enrolled in Video Production during Fall semester of 2010. The course was taught by professor Lee Williams. Professor Williams had been a News Director at a local news station for eight years. In this course, the foundation of producing a video was laid. For me personally, it sparked such a deep cord with me, it took me deeper into making videos, and even into my minor of graphic design. The concept I learned from this class is that shooting video is not just putting together clips of video. There is an art to getting shots, and being able to tell a story that is worth telling. This course will help me after I graduate because it gave me a foundation in video, and many companies and organization are looking for utility players who are able a range of things.

Advanced Broadcast Practicum was a course that was taught by Professor Williams. I was enrolled in the course in the Spring of 2011. This was a course that the majority of the work was done in the field, and in the editing lab. This course was totally

hands on. Because of the style of the course, I learned a lot about shooting and editing videos for a newscast. The concept I will take out of this class is to tell stories that people care about, and make those stories interesting. I will use this concept in any video I produce, because it is silly to produce a video that does not cater to the intended audience.

Public Relations Strategies was a course I took in the Spring of 2011. The course was taught by Dr. Dana Gray. This course was another course I found to be very interesting because of how Dr. Gray taught the course. One of the main concepts from the course was SWOT analysis. SWOT was an acronym that was used to look at an organization's Strengths, Weaknesses, Opportunities, and Threats. This was and will be a very useful tool that can be used to breakdown any plan that I am ever apart of producing.

Corporate Media Production is another course that made an impact on how I see how to package products. I was enrolled in this course during the Fall semester of 2011. This course was taught by professor Lee Williams, and truly did put everything from the courses listed above together. This course was almost a mini-capstone, that prepared me to find and work with a client, and produce artifacts for them that they could use. I have taken the concepts I learned from this course, and have already applied a lot of them to how I am packaging my Capstone project.

Writing for the Media was another course that had a huge impact on the way I looked at writing. I took the course in the Spring semester of 2012, and it was taught by professor Sharlene Kenyon. This course made writing fun for me. Professor Kenyon had to break the chains that had been drilled into my head, the chains that every paper

had to be a certain page length and every idea and thought had to be elaborated on to get the required amount of pages. The two concepts she taught was the inverted pyramid, and how to be concise. The inverted pyramid is a technique used in journalism, which in short, is to tell the most important piece of information in the first line of a story to grab the reader's attention. The second concept was to be concise, this was the key concept of the course, because in journalism it is about saying what needs to be said, and not much else. I will use the concepts in this class in almost any piece of communication that I will ever give to a client.

The courses I have taken during my time at Rogers State have been a solid foundation in the field of communication. I am excited to step into the future, and put the concepts I've learned into practice.