



Center for Mass Communications

hands-on, creative, collaborative, student centered

www.mhsmasscomm.org

The Center for Mass Communications at Manchester High School provides instruction in the fields of journalism, advertising and public relations. Included within these realms are video production, photography, graphic design, social media, and media analysis. Students take mass communications technology courses, English, and for the first two years, history within the specialty center. MC students take all other courses (world language, math, science, etc.) separate from the center at the appropriate level for each individual.

Mass Communications Courses

9th Grade

Mass Communications and Technology Connections

Here you learn about the different facets of the mass communications industry. You will be introduced to the worlds of journalism, advertising and public relations. You will begin to write and think as journalists, creatives and strategic communicators. In addition to a heavy emphasis on writing, you will learn Adobe InDesign and Photoshop for hands-on projects and real world experiences.

Mass Communications English and Mass Communications World History 9

Mass Comm. students take English 9 and World History 1 within the specialty center. These courses follow the prescribed curriculum, but provide opportunities for you to use the technologies and principals learned in Mass Communications and Technology Connections for projects in these academic classes.

10th Grade

Mass Communications Writing and Production I

Graphic design lovers, this class is for you. You will learn how to write and design for print and web journalism and advertising using your in Adobe Photoshop, Illustrator and InDesign skills. You will learn how to write and create visually appealing layouts and ads. All MC courses are offered at the H or O levels.

Mass Communications English and Mass Communications World History 10

Mass Comm. students take English 10 and World History 2 within the specialty center. These courses follow the prescribed curriculum, but provide opportunities for students to use the technologies learned in Mass Communications Writing and Production 1 for projects in these academic classes. All MC courses are offered at the H or O levels.

11th Grade

Mass Communications Writing and Production 2

Welcome to your year of video production and broadcast journalism. You will learn how to write, shoot, voice and edit video using Final Cut Pro. You will produce news videos, public service announcements and a short documentary.



Mass Comm. graduate Marley McDonald ('10) produced her first documentary as a student at JMU. She is currently interning in NYC.

Mass Communications English 11

Mass Comm. students take English 11 within the specialty center. This course follows the prescribed curriculum, but provides opportunities for students to use the technologies and principals learned in Mass Communications Writing and Production 2 for projects. All MC courses are offered at the H or O levels. Students will take US/Virginia history within Manchester H.S. to provide opportunities for AP coursework.

12th Grade

Mass Communications Research and Production

This is the year where you do it all. You will practice the skills learned in MC 9-11 for the production of a student produced weekly news show. You will also use your writing and design talents to produce marketing materials for community based non-profits.

Mass Communications English 12

Mass Comm. students take English 12 within the specialty center. This course follows the prescribed curriculum, but provides opportunities for students to use the technologies and principals learned in Mass Communications Research and Production for projects in this academic classes. All MC courses are offered at the H or O levels. Student take US/Virginia Government within Manchester H.S. to provide opportunities for AP coursework.