MASS COMMUNICATION
AND MEDIA ARTS

COLLEGE OF MASS COMMUNICATION AND MEDIA ARTS

The graduate faculty, consisting of members of the School of Journalism and the departments of Cinema and Photography, and Radio-Television, offers graduate work leading to the following degrees: Master of Arts in Media Theory and Research, Master of Science in Professional Media and Media Management, Master of Fine Arts, and the Doctor of Philosophy all in Mass Communication and Media Arts.

Graduate Faculty in Cinema and Photography (CP):

Aguayo, Angela, Assistant Professor, Ph.D., University of Texas, Austin, 2005; 2008. Documentary theory and social change, critical/cultural studies, video production.


Bursell, Cade, Associate Professor, M.F.A., San Francisco State University, 2002; 2003. Cinema Production.

Cocking, Loren D., Assistant Professor, Emeritus, M.A., Ohio State University, 1969; 1976.

Fellemann, Susan, Associate Professor, Ph.D., City University of New York, 1993; 1998. History and theory of film in relation to art, classical and contemporary Hollywood cinema, European “art” film, surrealism, psychoanalytic and feminist theory.


Kapur, Jyotsna, Associate Professor, Ph.D., Northwestern University, 1998; 1998. Feminist and Marxist analysis of media, globalization, children’s film and consumer culture, documentary and ethnographic film, the German and Japanese new wave and Indian cinema.


Martinez, Antonio, Assistant Professor, M.F.A., East Carolina University, 2005; 2006. Digital imaging, alternative printing processes, multimedia installation, class and racial identity.


Paine, Frank, Associate Professor, Emeritus, B.S., Iowa State University, 1950; 1960.

Roddy, Jan Peterson, Associate Professor and Director of Graduate Studies, M.F.A., University of Illinois, 1987; 1988. Photo/digital production, media arts, image an word, art and politics, art and spirituality, documentary, race, class, gender and sexuality issues in media, rural U.S. & Ozark culture.

Rowley, R. William, Associate Professor, M.F.A., University of Iowa, 1974; 2000. Foundational digital and analog film production and post-production techniques, experimental filmmaking, observational documentary, intermedial arts.


Tudor, Deborah, Associate Professor and Associate Dean, and Director of NMC Ph.D., Northwestern University, 1992; 2006. British Cinema, Australian Cinema, War and Cinema, Digital Cinema, Sports, Documentary.


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Graduate Faculty in Journalism (JRNL):

Atwood, L. Erwin, Professor, Emeritus, Ph.D., University of Iowa, 1965; 1967.


Brown, George C., Professor, Emeritus, Ph.D., Southern Illinois University Carbondale, 1963; 1956.

Freivogel, William H., Professor and Director, J.D., Washington University Law School, 2001; 2006. Journalism, media law, public affairs and policy.

Frith, Katherine Toland, Professor, Ph.D., University of Massachusetts, 1985; 2008. International advertising, copywriting, advertising and society.

Hlavach, Laura, Assistant Professor, J.D., University of Texas, 1985; 2004. Libel, open meetings/open records acts, copyrights, 21st century news writing and reporting, pedagogical constructivism.


Karan, Kavita, Associate Professor, Ph.D., University of London, 1994.
Lowry, Dennis T., Professor, Ph.D., University of Iowa, 1972; 1990. Social issues in advertising, communication research methods, content analysis.

McCoy, Ralph E., Professor, Emeritus, Ph.D., University of Illinois, 1956; 1955.

Onyebadi, Uche, Assistant Professor, Ph.D., University of Missouri, 2008; 2008. Political communication, news editorial.

Ramaprasad, Jyotika, Associate Professor, Emeritus Ph.D., Southern Illinois University Carbondale, 1984; 1986.

Shidler, Jon A., Associate Professor, Emeritus, M.S., Roosevelt University, 1980; 1990.

Spellman, Robert, Associate Professor, Emeritus, J.D., Cleveland State University, 1977; 1985.

Stone, Gerald C., Professor, Emeritus, Ph.D., Syracuse University, 1975; 1991.

Xie, Wenjing, Assistant Professor, Ph.D., University of Maryland, 2009.

Graduate Faculty in Radio-Television (RT):

Brooten, Lisa B., Associate Professor and Interim Chair, Ph.D. Ohio University, 2002; 2002. Media and globalization, gender, alternative media, social movements, political communication, interpretive/critical research methods, ethnography.

Burns, David, Assistant Professor, M.F.A., Parsons School of Design, 2001; 2005. 3D computer animation; media arts theory; technology, culture, and society; memory and post-memory.


Gher, Leo A., Associate Professor, Emeritus, M.S., Southern Illinois University Carbondale, 1980; 1983.

Hochheimer, John, Professor, Ph.D., Stanford University, 1986; 2006. Community radio, global media, media studies pedagogy, media history, spirituality and education, and poplar music.

Johnson, Phylis W., Associate Professor, Ph.D. Southern Illinois University Carbondale, 2003; 1990. Sound and radio culture, virtual worlds, gender and diversity, media literacy, acoustic ecology, instructional design and technology.

Keller, Kenneth R., Associate Professor, Emeritus, M.A., University of Illinois, 1966; 1984.

Kreider, Wago, Assistant Professor, M.F.A., Rutgers University, 2002; 2006. Independent filmmaking, broadcast television production; media studies.

Lawrence, William Novotny, Assistant Professor, Ph.D. University of Kansas, 2004; 2005. African American representation in film and television, Japanese animation, Hindi cinema, film history, genre theory.

Lewison, Sarah, Assistant Professor, M.F.A. University of California, San Diego, 2001; 2007. Video, media studies.

Meehan, Eileen R., Professor, Ph.D., University of Illinois, Champaign-Urbana, 1983; 2007. Political economy of the media, cultural studies, mass communications history, critical communications research.

Motyl, Howard D., Assistant Professor, M.F.A., Northwestern University, 1990; 2007. Film and video production, the documentary.


Padovani, Cinzia, Assistant Professor, Ph.D. University of Colorado, 1999; 2005. Historical approaches to political economy, public service broadcasting, international communication, social movements and the media.

Podber, Jacob J., Associate Professor, Ph.D., Ohio University, 2001; 2002. Media studies, oral history, cultural studies, Appalachian studies, media history.

Shipley, Charles W., Professor, Emeritus, Ph.D., Florida State University, 1971; 1971.

Thompson, Jan, Associate Professor, M.G.S., Roosevelt University, 1988; 2000. Video production, documentary, sports production.

Torre, Paul, Assistant Professor, Ph.D., University of South Carolina, 2005; 2006. Media Industries, including entertainment industry structures, technologies, and management; emerging media business models; global media distribution; media regulation and policy.

To support the graduate programs, the College of Mass Communication and Media Arts houses high-end multimedia computer labs and state-of-the-art design, video, audio, animation, and editing software. The college has a wide variety of cinema, photography, print media, radio-television and video production facilities. Students have access to the mainframe computer and the Internet.

For all MCMA graduate programs, applicants must hold a bachelor’s degree from an accredited institution or have completed all undergraduate degree requirements prior to the beginning of the classes for the term for which admission is sought. Applicants may begin the admissions process when they need no more than 32 semester hours beyond the credit shown on their transcript at the time of application to complete all requirements for the bachelor’s degree.
Applications. All requirements for admission to the Graduate School at Southern Illinois University Carbondale must be met.

Applicants must submit completed application forms, transcripts of all undergraduate work, and a personal statement describing their objectives for study in the program to which they are applying, career goals and interests. Applicants must arrange for three references to send letters of recommendation to the Director of Graduate Studies.

Students should contact the Director of Graduate Studies, College of Mass Communication and Media Arts, mail code 6606, Southern Illinois University Carbondale, Carbondale, IL 62901 to apply or to make other inquiries. This program requires a nonrefundable $50.00 application fee that must be submitted with the application for Admissions to Graduate Study in Mass Communication and Media Arts (MA, MS, MFA, Ph.D.). Applicants may pay this fee by credit card, personal check, cashier’s check, or money order made out to SIU, and payable to a U.S. Bank.

Retention. In addition to the retention policies of the SIUC Graduate School, each master’s degree student must maintain an overall grade point average of 3.0 (A = 4) and each Ph.D. student must maintain an overall grade point average of 3.25 (A = 4). Upon falling below this average, students will be allowed only one academic term (other than summer) to bring their average up to the minimum; failing this, they will be dropped from the program and will not be allowed to re-apply.

All MCMA graduate students will undergo an end-of-the-year faculty review of their progress toward their degree that includes course progress and/or creative or scholarly work. After the review, students will be notified of any deficiencies to be resolved, students failing to rectify those deficiencies by the end of the next semester (excluding summer) will be permanently suspended from the MCMA graduate program.

All MCMA graduate students who have completed their course work and the minimum number of credits required for projects, thesis or dissertation must enroll in MCMA 601, Continuing Research, each semester until the completion of their degree programs. Exceptions to the continuing enrollment rule are allowed only for students who are required to be away from SIUC full-time by the United States or the State of Illinois government.

Master of Arts Degree

Media Theory and Research.

This degree offers a broad overview of mass communication and media arts and their processes and effects in the larger social system. Graduates gain both an appreciation of the field’s strengths and an understanding of its obstacles in being a force for social development. Areas in which this specialty is used include department-level leadership in the mass media industries, opinion research, commentary, critical theory, content analysis, and teaching. The degree may lead to doctoral studies.

Admission. Students whose preparation is lacking in certain areas may be required to take undergraduate courses that will not be counted towards the M.A. degree.

International Students must have a TOEFL of at least 600 (paper score) or 250 (computer score). All applicants must take the Graduate Record Examination (GRE). Generally applicants must have a grade point average of at least 3.0 (A=4) for their last two years of undergraduate work. Other factors will also be considered including professional and academic accomplishments, examples of professional work, awards and honors, graduate examination scores or evidence of scholarship such as research papers.

Retention. No course in which the grade is below “C” shall count toward the degree or fulfillment of any requirement, but the grade will be included in the grade point average. No more than 3 hours of “C” work in graduate courses will count toward the degree. The College of Mass Communication and Media Arts allows a maximum of three years from date of enrolling in the master’s degree to completion of degree.

Curriculum. Candidates must complete a minimum of 32 credits including a minimum of 17 credits of core requirements, 12 credits in an emphasis area, and a 3-credit thesis.

Core

MCMA 500-3 Mass Media as Social Institutions
MCMA 504-3 Foundations of Mass Communication Theory
MCMA 506-3 Law and Policy of Mass Communication
MCMA 532-3 Quantitative Research Methods in Mass Communication
MCMA 592-2 Proseminar

Research Tools Courses (one of the following):

EPSY 506-4 Inferential Statistics
MCMA 530-3 Historical Research in the Mass Media
MCMA 533-3 Research Methodology in Mass Communication II
MCMA 534-3 Qualitative Research Methods in Mass Communication
MCMA 536-3 Content Analysis
MCMA 539-3 Legal and Governmental Research in the Mass Media

Emphasis Area

A minimum of four courses (12 credits) selected in consultation with the faculty adviser to include at least 2 courses from outside of the college and 1 course from within. Possible emphasis areas include, but are not limited to, advertising/persuasion, film and criticism, interactive multimedia, international communication, law and policy, media economics, media effects, media history, political communica-
tion, public relations, social issues, and telecommunications.

**Thesis**

MCMA 599-3  M.A. Thesis

**M.A./M.B.A. Concurrent Degree Program**

Separately the M.B.A. degree requires completion of 33 semester hours of course work; the M.A. in mass communication and media arts requires 32 semester hours of course work. In the concurrent M.A./M.B.A. degree program, the College of Business and Administration accepts 6 semester hours of MCMA-approved course work, and MCMA accepts 6 hours of COBA-approved course work. The end result is that the concurrent degree program entails completion of 27 semester hours of COBA-approved courses and 26 semester hours of MCMA-approved courses, for a total of 53 hours. This is a saving of 12 semester hours over pursuing both degrees separately outside of the M.A. in mass communication and media arts/M.B.A. concurrent degree program.

**Master of Science Degree**

The M.S. in Professional Media and Media Management Studies provides students with a practical background in applied research and critique of the communications industries and trains students with varied professional interests to establish careers in communications industries. More specifically, this program aims to train intelligent, self-aware, flexible graduates who will go on to become leaders in the communications industries. The core curriculum is designed to expose students to a broad foundation in media studies. In consultation with their faculty advisor, students also select an emphasis area in which in-depth exploration of one facet of professional media management, studies, practice or technology is explored. Students finish their program of study with a Research Report, which may be accompanied by a project, on a topic of their choosing from within their emphasis area. The College of Mass Communication and Media Arts allows a maximum of three years from date of enrolling for the M.S. program for completion of the M.S. degree.

**Program Admission** All requirements for admission to the Graduate School at Southern Illinois University Carbondale must be met. Applicants must submit the Application for Admission to Graduate Study forms, certified transcripts of all post-secondary studies, results of the Graduate Record Exam, as well as three letters of recommendation from individuals who can evaluate potential for graduate studies. Applicants must also submit a resume outlining educational and professional experience, as well as a personal statement describing their objectives for study in the program, career goals and interests. Applicants should include an example of work that demonstrates their competency, preferably professional work, although prior academic work is acceptable. Work samples might be in the form of print articles, video or audio tapes, DVDs, URLs or CDs. Applicants must clearly indicate their role(s) in any project submitted. Generally, applicants must have a grade point average of at least 3.0 (4.0=A) for their last two years of undergraduate work. International students whose native or first language is not English, or those with fewer than 100 graded semester hours of college credit at a U.S. college or university, must take the TOEFL and score at least 600 (paper score), or 250 (computer score) to be admitted. Students whose preparation is deemed lacking in certain areas may be required to take undergraduate courses to attain competency. These will not be counted toward the M.S. degree.

**Curriculum** Candidates must complete a minimum of 30 credits including 6 hours of core requirements, 21 credits in an emphasis area and a 3-credit Research Report.

**Core (6 Credits)**

MCMA 500-3 Mass Media as Social Institutions
MCMA 592-3 Master's Seminar

**Emphasis Area (21 Credits)**

A minimum of four courses selected in consultation with the faculty adviser. No more than 6 credits can be at the 400 level. Topics of study include media management, strategic advertising communication, digital documentary production, public policy reporting, and new media production.

**Research Report (4 credits)**

MCMA 589-3 Research Report

**Master of Fine Arts Degree**

The Master of Fine Arts degree provides substantial advanced study for a small number of highly talented individuals. The program emphasizes the artistic development of the individual student and the creation of quality artistic works in photography, film, video, sound, new media, and interdisciplinary media. Degree requirements are 60 semester hours, including 51 hours at the 500-level. The program generally takes three years to complete.

While mastery of craft within Media Arts is a vital component of the MFA, the philosophy is that graduate study should expand the student’s breadth as an artist and encourage interdisciplinary study. Available course work in production, criticism, theory, history, and combined media studies emphasizes the interwoven character of traditional and contemporary approaches and technologies in the 21st century.

Additional course work can be pursued through the School of Art and Design, the School of Music, and the Departments of Theater, English, Anthropology, Speech Communication, etc. A distinguished faculty of artists and scholars, excellent facilities, and a variety of curricular offerings allow students to individually tailor their programs of study.

**Admission** All requirements for admission to the Graduate School at Southern Illinois University Carbondale must be met. Applicants must submit the Application for Admission
to Graduate Study forms, certified transcripts of all post-secondary studies as well as three letters of recommendation from individuals who can evaluate their potential for graduate studies. Applicants must also submit a resume outlining educational and professional experience, as well as a personal statement describing their objectives for study in the program, career goals and interests.

Prospective students must present evidence of exceptional talent and/or potential in one or two media pursuits in the degree program. Applicants should include an example of work that demonstrates their competency. This evidence will ordinarily consist of a portfolio of photographs or digitally generated art works, one or more films, videos, sound works, multimedia productions, web art projects, or other evidence of artistic potential. Applicants must clearly indicate their role(s) in any project submitted. An interview with faculty in the program is highly recommended, particularly for applicants with minimal course work in the field.

Acceptance into the program and continuing enrollment are at the discretion of the College of Mass Communication and Media Arts and the Graduate School. Generally, applicants must have a grade point average of at least 3.0 (4.0=A) for their last two years of undergraduate work. International students whose native or first language is not English, or those with fewer than 100 graded semester hours of college credit at a U.S. college or university, must take the TOEFL and score at least 600 (paper score), or 250 (computer score) to be admitted. Students interested in applying for a Graduate Fellowship must take the GRE. English, or those with fewer than 100 graded semester hours of college credit at a U.S. college or university, must take the TOEFL and score at least 600 (paper score), or 250 (computer score) to be admitted. Students interested in applying for a Graduate Fellowship must take the GRE. Students whose preparation is deemed lacking in certain areas may be required to take undergraduate courses to attain competency. These will not be counted toward the MFA degree.

Retention. At the end of the first year in residence, each MFA student will undergo a review by a committee of faculty. Possible outcomes of this review are Pass, Conditional Pass, and Fail. Failure of this review will result in termination from the program. Students who receive a Conditional Pass in this review will be reviewed again during their next semester. The possible outcomes of this second review are Pass and Fail. Failure of this second review will result in termination from the program.

Procedures. By the end of the third week of the third semester in residence, each M.F.A. student will be required to select, in consultation with the Director of Graduate Studies, a committee chair and a committee of two additional graduate faculty members. The faculty committee and the student develop a specific plan of study, considering the requirements of the Graduate School, the degree program, and the goals of the student. This plan must be on file with the Director of Graduate Studies by the end of the third semester in residence.

The MFA degree culminates in an intensive Thesis called the Final Creative Project that must be publicly presented. The exact nature of the project and presentation will be determined in consultation between the student and the committee. The committee chair supervises the Final Creative Project. An oral examination by the faculty committee will take place in conjunction with the public presentation of the Final Creative Project and will focus on an evaluation of the project. A formal research paper describing the project, its historical precedents, contemporary context, and theoretical underpinnings must be filed with the SIUC Graduate School. The University reserves the right to retain a portfolio or samples of each student’s work.

Curriculum. The minimum 60 credit degree requires 36 credits of common requirements constituting a core, 18 credits of electives, and a 6 credit Final Creative Project.

Core (36 credits)

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<th>Course Code</th>
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<tr>
<td>MCMA 557-6</td>
<td>MFA Studio Arts Practice</td>
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<td>MCMA 558-15</td>
<td>MFA Studio Critique</td>
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<td>MCMA 592-2</td>
<td>Proseminar</td>
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<td>MCMA 550-4</td>
<td>History of Media Arts and Culture</td>
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<td>MCMA 551-3</td>
<td>Theory of Media Arts</td>
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<td>MCMA 531-3</td>
<td>Critical Research Methods in Media Arts and Culture</td>
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<tr>
<td>MCMA 599-6</td>
<td>Thesis (3, 3 OR 6)</td>
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<tr>
<td>MCMA 552-3</td>
<td>Seminar: Topics in the History and Theory of Media Arts</td>
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<tr>
<td>MCMA 555-3</td>
<td>Topical Seminars</td>
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Electives (18 credits)

Select 18 credits from either inside or outside of the college. No more than 9 credits can be taken at the 400-level and no more than 6 hours of MFA Projects (3, 3) can be taken. MFA Projects cannot be repeated with the same professor.

Doctor of Philosophy Degree

The Ph.D. degree program engages students in an interdisciplinary study of global media communication. Concepts and methods drawn from various research traditions in the field are compared and contrasted, while specialization in particular areas and approaches is open to students.

Admission. Students applying for doctoral study must have a master’s degree and a graduate GPA of at least 3.25. International students must have a TOEFL score of at least 600 (paper score) or 250 (computer score). All applicants must submit currently valid Graduate Record Examination (GRE) scores. Other factors will also be considered including professional and academic accomplishments, examples of professional work, awards and honors, evidence of scholarship such as research papers and published articles, and prior full-time teaching in the mass communication and media arts area. A visit to SIUC and interview with faculty is recommended.
Students whose preparation is lacking in certain areas may be required to take undergraduate courses that will not be counted towards the Ph.D. degree.

An accelerated entry option to the Ph.D. program is offered in exceptional cases to students who have been admitted to the M.A. program. To be eligible, the student must: 1) possess a master’s degree; 2) have qualified for admission to the MCMA Ph.D. program initially; 3) complete at least nine hours but no more than 18 hours in the M.A. degree; 4) have a minimum 3.25 GPA in the M.A. program with no incomplete or deferred grades. The student may petition the Director of Graduate Studies for the accelerated entry option during the semester in which the student will begin taking the 9th hour of graduate courses, but must petition before earning the 18th hour of course work in the M.A. program. If approved, the student is enrolled in the Ph.D. program the next semester. Up to 18 graduate credits earned in the M.A. program will count toward the Ph.D. degree if the accelerated entry option is approved by the MCMA Graduate Committee. Once the student is admitted to the Ph.D. program, all requirements of the Ph.D. program apply. Exceptions to any of these rules must be appealed to the MCMA Graduate Committee, which has final authority to approve or reject the petition.

Retention. No course in which the grade is below “C” shall count toward the degree nor fulfillment of any requirement, but the grade will be included in the grade point average. No more than 3 hours of “C” work in graduate courses will count toward the degree.

Procedures. Detailed policies for the Ph.D. degree are available from the MCMA Graduate Office, including such topics as transfer credit, composition of graduate committees, comprehensive exam procedures, etc. However, some of the major steps through the program are:

1. During the third semester of enrollment, each Ph.D. student will prepare a total program plan for the degree and secure sponsorship by a faculty member who may become the dissertation committee chair. The plan should include a list of courses and tools, with some explanation and justification for their selection in relation to academic goals. The plan will be discussed and modified, when appropriate, before approval.

2. When the student has completed all course work (with all incomplete and deferred grades removed) other than the classes taken in the concurrent semester, the student must pass rigorous comprehensive written and oral examinations. The examination must be completed during the fall semester of the third year in the program. Failure to successfully complete the exams by the end of the fall semester of the third year will result in dismissal from the program.

3. Upon successfully completing the comprehensive written and oral exams, the student advances to candidacy to complete and defend a dissertation based on scholarly research and independent thought that adds to the body of knowledge in the field.

4. Under the guidance of a dissertation committee chair, the student forms a dissertation committee and prepares a dissertation proposal consisting of the introduction, literature review, and methodology for the investigation proposed. An oral defense of proposal must be made before the committee and interested observers, and approved within one year of reaching candidacy.

5. The dissertation defense will be before members of the dissertation committee and interested observers. Although others than committee members may be allowed to ask questions, the pass or fail decision on the oral defense will be made by committee members only. The College of Mass Communication and Media Arts allows a maximum of seven years from date of enrolling for completion of the doctoral degree.

Curriculum. The Ph.D. in mass communication and media arts requires a minimum of 60 credits including 13 credits of foundation courses, 6-9 credits of research tools courses, 12-15 credits of electives, and a 24-credit dissertation. A minimum of 12 courses are required. 5 foundation courses constitute the required core. 7 additional courses, including methods. 10 courses must be taken within MCMA.

All course work counting towards the degree must be at the 500 level. If the faculty advisor and students determine a 400 level course would be beneficial, the course can be taken as an independent study with specific extra work to make it equivalent to a 500 level course. A plan of study must be submitted and approved for such a course.

A maximum of two (2) independent study courses, for 6 credit hours total, can be counted toward degree (MCMA 596 and/or 591).

Foundation

MCMA 504-3 Foundations of Mass Communication Theory
MCMA 505-3 Theoretical Issues in Mass Communication
MCMA 508-3 Conceptual Foundations of Research Strategy
MCMA 595-2,2 PhD Proseminar

Research Tools Courses

Six to nine credit hours of additional research methods courses must be taken, selected in consultation with the student’s faculty advisor. A minimum of 2 must be within MCMA.
Electives

Twelve to fifteen credit hours of additional courses must be taken, selected in consultation with the student’s faculty advisor to build an emphasis. Possible emphasis areas include but are not limited to Journalism/Mass Communication, Media Law & Policy, Media/Cultural Studies, Interdisciplinary.

Courses (CP)

Graduate work in the Department of Cinema and Photography is offered toward the Master of Fine Arts degree. Four hundred-level courses in this department may be taken for graduate credit unless otherwise indicated in the course description.

Students provide photographic materials for all cinema and photography production courses, students supply their own film, photographic paper, certain specialized chemicals, a fully adjustable 35mm or 120 roll film camera and $15 additional cost for laboratory materials for each production course. In motion picture production courses, students provide their own film, processing, recording materials and editing supplies. In courses, which involve analysis and screening of a number of films, a cost of $10 per course for screenings will be required.

401-3 Large Format Photography. Introduction to the aesthetics and techniques of large format (sheet film cameras) photography with emphasis on personal expression and commercial/professional applications. Students purchase texts and provide photographic materials and chemicals. Laboratory fee: $35. Prerequisite: 322 or concurrent enrollment and consent of department.

402-6 (3,3) Sensitometry. An advanced course taught in two semesters covering the technical and visual applications of the black and white process. The initial semester deals primarily with controls over the photographic negative, the zone system, density parameters and practical chemistry. The second semester encompasses all the factors related to the production of the silver print. Topics covered are materials, chemistry, equipment and the aesthetics of photographic printing. The two semesters are sequential and must be taken in order. Laboratory fee for each section $35. Prerequisite: 322 or concurrent enrollment and consent of department.

404-3 Introduction to the Studio. Problems and possibilities in the aesthetics and techniques of studio photography: lighting, visual perception, environment, history, and theory. Students purchase texts and provide photographic materials. Laboratory fee $35. Prerequisite: 322 or concurrent enrollment and consent of department.


415-3 Photographic Criticism and Practice. Introduction to photographic, criticism and its application in photographic practice. Through readings, writings and practical experiences, students will gain a broad-based knowledge of critical approaches to the photographic image. Screening fee: $30. Prerequisite: 310 with a grade of B or better and 320 with a grade of C or better.

421-6 (3,3) Experimental Photographic Techniques. Experimental approaches to the creation of photographic images. Specific course content may include experimental techniques utilizing the camera, the darkroom and a wide range of additional media. Students provide materials and may purchase texts. Laboratory fee $35. Prerequisite: 320, 322 and consent of department.

426-3 Non-Silver Photography. Intensive introduction to hand-applied emulsions of cyanotype, Vandyke brownprinting, gum printing, etc. Students purchase materials and may purchase texts. Laboratory fee: $35. Prerequisite: 322 and consent of department.

427-3 Advanced Color Photography. Advanced study and production of color photographs. Students provide materials and may purchase texts. Laboratory fee: $35. Prerequisite: 322 and consent of department.

429-3 Digital Imaging. Introduction to Macintosh operating system, image editing, input and output through lecture, hands-on in-class sessions and outside assigments. Focuses on the creative application of digital skills. Through critiques of student work and discussion, students explore the creative and aesthetic challenges and possibilities inherent in the digital medium. Students provide material, disks and text. Lab fee: $35 Prerequisite: CP 322 or consent of instructor.

431-3 Applied Photography I. An introduction to the theory, practice and professional responsibilities of contemporary commercial photography. Students produce a portfolio that surveys commercial applications. Areas of study include advertising, editorial and industrial components. Students provide materials and may purchase additional equipment. Laboratory fee: $35. Prerequisite: 322 and consent of the department.

432-3 Applied Photography II. An advanced investigation into the principles outlined in 431. Students pursue a specific portfolio application throughout the course. Students provide materials and may purchase additional equipment.
Laboratory fee: $35. Prerequisite: 431 and consent of department.

**436-3 Documentary Photography: Method, Format and Distribution.** Exploration of the techniques, history and contemporary context of documentary photography. Audience, publication, and distribution of documentary projects will be addressed. Each student will produce an in-depth documentary photographic project. Students purchase texts and provide photographic materials. Laboratory fee: $35. Prerequisite: 322 and consent of department.

**449-3 to 6 (3,3) Survey of Film History.** Intensive study of particular periods of cinema history, including technological developments, national and international movements, aesthetic traditions, economic and political determinations and concerns of film historiography. May be taken twice, if topic differs. Students purchase texts. Screening fee: $30. Prerequisite: CP 360 with C or better.

**452-3 Screenwriting.** A study of screenplay structure for feature-length, classically-structured scripts. Includes treatments, scene-by-scene outlines, character development, and script formatting. Students are required to create original script material. Screening fee: $30. Prerequisite: 360, 352 and junior standing.

**454-3 Animated Film Production.** Practical course for visual expression exploring various 2-D animation techniques such as developmental, filmographic, rear lit, cut out, line, cel, etc. Students purchase texts, art supplies, film materials and processing. Equipment use fee: $30. Prerequisite: 355 with a grade of B or better, 360, an overall gap of 2.75 or higher, or consent of department.

**461-3 International Documentary Film 1875-1950.** The study of significant developments in international documentary film from 1875 to 1950. A discussion of documentary as a distinct art form with its own history and set of theoretical concerns around politics, poetics, and ethnographic filmmaking. Students purchase texts. Screening fee: $30. Prerequisite: junior standing, 368, a gpa in cinema and photography courses of 2.75 or higher, or consent of department.

**462-3 International Documentary Film 1950-Present.** An examination of styles in documentary film based upon historical precedent, technological changes, responses to theoretical and ethical questions, and the influences of theoretical distribution and television. Students purchase texts. Screening fee: $30. Prerequisite: 461, a gpa in cinema and photography courses of 2.75 or higher, or consent of department.

**463-3 History of the Experimental Film.** Study of experimentation in cinema from the turn of the 20th century to contemporary avant-garde films. Student purchase texts. Screening fee: $30. Prerequisite: junior standing, 368, a gpa in cinema and photography courses of 2.75 or higher, or consent of department.

**466-3 to 6 (3,3) Film Styles and Genres.** Intensive study of a specific body of films grouped by similarities in style, genre, period or cultural origin. Emphasis is on historical, theoretical and critical issues. Topics vary. Sample topics: Science Fiction Film; Film Noir; French New Wave; Third World Cinema; Surrealism in Film. May be taken twice, if topic differs. Students purchase texts. Screening fee: $30. Prerequisite: junior standing 368, a gpa in cinema and photography courses of 2.75 or higher, or consent of department.

**467-3 to 6 (3,3) Film Authors.** Intensive study of the work of one or more film authors (directors, screenwriters, etc.). Emphasis is on historical, theoretical and critical issues. Topics vary. Sample topics: the films of Alfred Hitchcock, the films of Jean Renoir; the films of Andrei Tarkovsky. May be taken twice, if the topic differs. Students purchase texts. Screening fee: $30. Prerequisite: junior standing, 368, a gpa in cinema and photography courses of 2.75 or higher, or consent of department.

**469-3 Queer Visual Culture (Same as WMST 440).** Course discusses aspects of the aesthetics, history, theory, and politics of media representations of gender and sexuality. Cultural texts from one or a combination of media forms, genres, historical periods, and platforms, will inform the historical and theoretical consideration of media representations of gender and sexual variation with a special interest on their bearings upon the present moment. May be repeated, if topics vary.

**470A-3 to 12 (3,3,3,3) Advanced Topics Cinema Studies.** An advanced topics course in cinema studies: history, theory, and criticism. Sample topics: visualizing the body, feminist film theory, surveillance and the cinema. May be repeated, if topics differ. No more than twelve (12) credit hours combined from 470 Advanced Topics courses counted in the first 41 credits of the Cinema Specialization in the undergraduate Cinema and Photography major. No more than six credit hours of 470 Advanced Topics courses counted for graduate credit. Screening fee: $30. Prerequisite: junior standing, 368, or gpa in cinema and photography courses of 2.75 or higher, or consent of department.

**470B-3 to 12 (3,3,3,3) Advanced Topics Film Production.** An advanced topics course in film production. Sample topics: location lighting, production management, and film sound workshop. May be repeated, if topics differ. No more than twelve (12) credit hours combined from 470 Advanced Topics courses counted in the first 41 credits of the Cinema Specialization in the undergraduate Cinema and Photography major. No more than six credit hours of 470 Advanced Topics courses counted for graduate credit. Equipment usage fee: $60. Prerequisite: junior standing, 368, a gpa in cinema and photography courses of 2.75 or higher, or consent of department.

**470C-3 to 12 (3,3,3,3) Advanced Topics Photography.** An advanced topics course in photography. Sample topics: still life, narrative tableau, and digital presentation. May be repeated, if topics differ. No more than twelve (12) credit hours combined from 470 Advanced Topics courses counted in the first 33 credits of the Photography Specialization in the undergraduate Cinema and Photography ma-


### Courses (JRNL)

**400-3 History of Journalism.** Development of American newspapers, magazines, and radio-television with emphasis on cultural, technological and economic backgrounds of press development. Current press structures and policies will be placed in historical perspective.

**402-3 Advanced Creative Strategies.** Examination of and practice in the development of persuasive, strategic campaigns and message strategies for multiple clients. Creation of a professional quality portfolio demonstrating proficiency in both traditional and new media required. Prerequisite: 302

**403-3 Media Sales.** Historical perspective of media and sales philosophies and tactics grounded in sales ethics. Learn and apply relationship selling techniques enabling students to become media advertising consultants. Lean how to effectively work with local clients agencies, and national firms and balance the goals of management with the needs of clients while enhancing communication effectiveness. Prerequisite: 302 and 304.
404-3 Advanced Media Strategies and Planning. Provides an understanding of the factors that influence media strategy. Emphasis will be placed on advanced concepts such as building reach patterns, calculating effective frequency levels, in order to develop an effective media plan. Introduces media planning for the web and other new media options. Prerequisite: 304.

406-3 Advertising/IMC Campaigns. (Formerly Journalism 476) Conceptual synthesis and practical application of business, research, media and creative principles used in the formulation of persuasive messages. Includes the development of a complete integrated marketing communications (IMC) campaign for the specific advertiser. Includes all relevant target audience contact points (e.g., advertising, sales promotion, marketing public relations, event marketing, packaging) and both written and oral presentation of the campaign. Prerequisite: 303, 304, 405.

407-3 Social Issues and Advertising/IMC. Analysis of social issues involving advertising and integrated marketing communications (IMC); economic relationships, government and self-regulation, cultural effects, influence on media content and structure, role in democratic processes, international comparisons, and the stereotyping of women minorities and other audience segments. Prerequisite: senior standing.

409-3 Specialized Topics in Advertising/IMC. New developments in advertising and integrated marketing communications. Topics change each term. Students should check specific topic and any special requirements and prerequisite before enrolling. Prerequisite: permission of instructor.

411-3 Public Policy Reporting. Continued development of reporting skills with emphasis on the reporting of public policy issues and on use of statistics, the analysis of computerized data bases, and advanced techniques for the investigation of complex stores. Prerequisite: 311 or consent of instructor.

412-3 Images and Sound. Photojournalism course advancing news gathering techniques, visual, and interactive journalistic communication, and photographic content and sound. Audio recording, editing, and flash photography skills will be developed and professional and ethical aspects of photojournalism will be emphasized. Laboratory fee: $42. Prerequisite: 313 or consent of instructor.

413-3 Advanced Photojournalism. Emphasis in-depth photojournalistic reporting. Students research, write and photograph picture stories. Course examines the ethics, history and social role of photojournalism domestically and internationally. Students work with digital imaging and are introduced to full-motion video. Students must have fully adjustable camera. Laboratory fee: $64. Prerequisite: 313 or Cinema and Photography 320. Student supplies own materials.

414-3 Picture Story and Photographic Essay. Production of photographic stories and essays for newspapers, magazines and new media presentations. Students discuss, research, photograph, design and write several stories and essays, while studying the work of influential photojournalists. Student must supply own camera equipment. Lab fee: $42. Prerequisite: 313 or consent of instructor.

416-3 Critical and Persuasive Writing. The roles and responsibilities of the editor, editorial writer and opinion columnist with emphasis upon editorial writing and critical thinking. Editorial problems methods, policies, style and the fundamentals of persuasion and attitude change form the basis for study. Prerequisite: 311

417-3 Freelance Features Writing. Identification, research and application of creative writing techniques in producing feature articles for various media. Students analyze reader appeal as well as feature story structure and methods of marketing features to various audiences and publications. Laboratory fee: $42. Prerequisite: 310.

419-3 Specialized Topics in News Reporting. Explores the moral environment of the mass media and the ethical problems that confront media practitioners. Models of ethical decision-making and moral philosophy are introduced to encourage students to think critically about the same mass media and their roles in modern society.

434-3 Media Ethics. (Same as PHIL 434). Explores the moral environment of the mass media and the ethical problems that confront media practitioners. Models of ethical decision-making and moral philosophy are introduced to encourage students to think critically about the mass media and their roles in modern society.

435-3 Advanced Graphic Communication. Continues development of message design skills. Emphasizes creative solutions to the display of complex content in a wide variety of media. Laboratory fee $46. Prerequisite: 335 or consent of instructor.

436-3 Multimedia Publication Design. Building upon the basic skills learned in publishing on the WWW, the course continues the exploration of using computer-based technologies for presentation of information to wide audience using the interactive capabilities of the internet and other new media. Focus is on organization of information, design of presentation, use of transaction generated information, and the production of multimedia files in a networked environment. Includes discussion of topics including privacy intellectual property, libel, and other matters of concerns to an interactive publisher. Course fee: $42. Prerequisite: Mass Communication and Media Arts 396.

450-3 Account Planning and Consumer Research. Introduces the field of account planning. Provides an understanding of how consumer research influences and informs the creative process. Learn to use qualitative research methods that are used in consumer research. Writing creative briefs that are effective and provide insights for creative team. Prerequisite: 405.

494-1 to 6 Practicum. Study, observation and participation in publication or broadcast activities. Prerequisite: consent of instructor and department. Mandatory Pass/Fail.
Courses (MCMA)

449-3 Race and Media in United States History. (Same as Black American Studies 449 and History 449) This course explores the history of race in the modern United States by focusing on moments of racial crisis that garnered media attention. The course asks what these moments reveal about the shifting status of “race,” as well as how spectacles have changed with the transformation of modern media.

497-1 to 6 Special Interdisciplinary Study. Designed to offer and test new and experimental courses and series of courses within the College of Mass Communication and Media Arts. Incorporation course fee: $25.

500-31 to 12 (1 to 4, 1 to 4, 1 to 4) Topical Seminar Media as Social Institutions. Seminars on subjects of current interest, with the topics determined through student and faculty request and interest. Topics include audience analysis, communication and social systems, media economics, persuasive communications. Intensive examination of the structure, functions, and performance of the mass media in modern societies. It introduces the major theoretical perspectives used in reviewing media activities and the relationships between media organizations and other institutions of society, and provides a review of recent literature and criticism of these operations. Prerequisite: CMCMA major or consent of instructor or director of graduate studies in Mass Communication and Media Arts.

501-3 Intellectual Property and the Law. Examines intellectual property in legal, economic, and cultural terms. Topics of concern include copyright, patents, trademarks, entertainment law, and infringement. Restricted to: CMCMA major or consent of instructor or director of graduate studies in Mass Communication and Media Arts.

502-3 Media Economics. Introduction to political economy of the media. Addresses core concepts, theories, and methods used to understand media as cultural industries. Restricted to: CMCMA major or consent of instructor or director of graduate studies in Mass Communication and Media Arts.

503-3 Media & Technology. A survey of the major technological changes in mass media and their impacts society and the media industries. On completion of the course students should have a basic understanding of media technology in shaping communication patterns and their social outcomes. Restricted to: CMCMA major or consent of instructor or director of graduate studies in Mass Communication and Media Arts.

504-3 Foundations of Mass Communication Theory. The study of principal theoretical approaches to media analysis, addressing empiricist, cinema studies, media studies and cultural studies research paradigms. Historical and cultural contexts of media theory construction. Focus on original text. Prerequisite: CMCMA major or consent of instructor or director of graduate studies in Mass Communication and Media Arts.

505-3 Advanced Theoretical Issues in Media Communication. Analysis and critique of advanced and recent theory, and research trends, in media studies, cultural studies, communication technology studies and mass communication research. Restricted to: MCMA 504; CMCMA major or consent of instructor or director of graduate studies in Mass Communication and Media Arts.

506-3 Law and Policy of Mass Communication. Focuses on free expression in journalism and entertainment across the media. Topics may include news gathering techniques, intellectual property, the Internet, and governmental regulation. The course pays special attention to the tension between what is legal and what is ethical. Restricted to: CMCMA major or consent of instructor or director of graduate studies in Mass Communication and Media Arts.

507-3 Media Management. Analysis of a variety of media industries, including industry structures, and the industry processes of media development, production, and distribution. Attention to management of media companies across sectors as the insutry adjusts to economic and technological change. Restricted to: CMCMA major or consent of instructor or director of graduate studies in Mass Communication and Media Arts.

508-3 Conceptual Foundations of Research Strategy. Analysis and evaluation of conceptual frameworks underlying empirical research strategies, positivist, textual and qualitative, commonly used in media and internet research. Issues in multi-method research strategies are reviewed. Ethical implications are debated. Prerequisite: CMCMA major or consent of instructor or director of graduate studies in Mass Communication and Media Arts.

509-3 Media Ethics. Overview of ethics philosophies and accountability tools for the mass media. Areas to be studied include journalism reviews, ethics codes, ombudsmen, media arts, new councils, and public/civic journalism. Cov-
510-3 **New Media Research Methods.** Provides an overview of research methods as applied to new media communication. Basics of measurement, survey, experimental and quasi-experimental research designs will be stressed. Examines analytical, aesthetic, creative and theoretical activities as primary qualities of visual perception. Applies cognitive studies to visual thinking processes in the area of multimedia message design and evaluation. Students apply quantitative and qualitative methods to develop analytical skills through exercises.

512-3 **Web Design.** Introduces design principles and authoring tools for publishing on the World Wide Web. Evaluates alternative approaches to site architecture, navigation and layout. Includes more advanced applications, such as web-based multimedia and web-enabled databases. Prerequisite: CMCMA major or consent of instructor or director of graduate studies in Mass Communication and Media Arts.

515-3 **Corporate Multimedia.** State of the industry and case studies in corporate multimedia uses. Students receive detailed information on typical design and production of corporate multimedia projects. Students also use state-of-the-art hardware and software to design, develop and produce a corporate multimedia project for actual clients. The emphasis is to give students design and hands-on experience in developing multimedia productions for corporate applications. Incorporating course fee: $20. Prerequisite: CMCMA major or consent of instructor or director of graduate studies in Mass Communication and Media Arts.

516-3 **NET. ART.** History, theory, and practice of digital media as an online art form. Examine and produce works in linear and non-linear hypermedia narrative, network conceptualism, and generative software. Issues include identity, location, collaboration, surveillance, hacktivism, tactical media, immersion, game design, and media synthesis. Restricted to MCMA major or consent of instructor or director of graduate studies in Mass Communication and Media Arts.

530-3 **Historical Research in the Mass Media.** Methods of data collection, analysis, organization and presentation for historical research in mass media. Use of such sources as newspapers, archives, personal papers, manuscripts and oral history. Use of statistical methods in mass media historical research.

531-3 **Critical Research Methods in Media Arts.** This course introduces students to critical and interpretive research methods and techniques for the study of media arts and culture. It focuses on interdisciplinary approaches and covers a range of methods and theoretical perspectives that may include historiography, ideological and textural analysis, semiotics, psychoanalysis, critical ethnography and auto-ethnography, and/or other critical methods. Areas of emphasis may vary by instructor. This course may be repeated when the topic differs. Prerequisite: MCMA 551; CMCMA major or consent of instructor or director of graduate studies in Mass Communication and Media Arts.

532-3 **Quantitative Research Methods in Mass Communication.** Identification of research problems, formulation of concepts and research hypotheses in journalism and mass communication, sampling procedures, design experimental and survey research. Prerequisite: CMCMA major or consent of instructor or director of graduate studies in Mass Communication and Media Arts.

533-3 **Research Methodology in Mass Communication II.** Problems of measurement, design and analysis in journalism and mass communication research. Techniques of attitude scaling, questionnaire construction, bivariate and multivariate data analysis. Procedures for the creation, management and analysis of large data sets using computer programs. Prerequisite: 532 and Educational Psychology 506.

534-3 **Qualitative Research Methods.** An introduction to the intellectual underpinnings, epistemology, and methodologies of qualitative research. The course focuses on critical and interpretive approaches to researching media industry structures, artifacts, audiences, and producers. Prerequisite: CMCMA major or consent of instructor or director of graduate studies in Mass Communication and Media Arts.

536-3 **Media Content Analysis.** Overview of methods and problems of systematically analyzing mass media messages with critique of published studies. Experience in conducting a content analysis project on a topic of current scholarly significance in mass communication and media arts. Prerequisite: CMCMA major or consent of instructor or director of Graduate Studies in Mass Communication and Media Arts, and one graduate-level research methods course.

539-3 **Legal and Governmental Research in the Mass Media.** Research procedures used to find and analyze documents generated by executive, legislative, and judicial entities. Prerequisite: MCMA major or consent of instructor or director of graduate studies in Mass Communication and Media Arts.

541-6 (3,3) **Seminar: History of Photography.** Advanced study of the history of photography within a variety of European and American visual cultural contexts. Particular attention given to photography’s transformation of the nature of art, society and media culture. The seminar also explores historiographical issues by examining the analytical assumptions of a number of leading photo-historians. The seminar is structured around intensive weekly readings and discussions as well as development of research and analytical skills via written assignments. The first semester covers the period between 1839 and 1920 and the second semester covers 1920 to the present. The two semesters are sequential and should be taken in order. Screening fee:
$20. Prerequisite: admission to the photography concentration in the College of Mass Communication and Media Arts MFA (Master of Fine Arts) program or consent of the instructor.

542-6 (3,3) Seminar: Photography Theory and Criticism. Advanced study of theoretical and critical approaches to the study of photography. Examination of how different assumptions produce different criteria for the analysis and aesthetic appreciation of the medium. Theoretical and critical models include Marxism, feminism, semiotics, formalism, and other. The seminar gives students the chance to practice photography theory and criticism themselves and to improve their abilities to interpret, evaluate, and theorize about photographs and photography in general via intensive readings and discussions, written assignments and class presentations. The course is a two-semester sequence and they should be taken in order. Screening fee: $20. Prerequisite: admission to the photography concentration in the College of Mass Communication and Media Arts MFA program or consent of the instructor.

543-15 (1-3,1-3,1-3,1-3,1-3) Media Arts Studio Seminar. A forum for the pursuit of creative projects in the media arts. May be repeated as the topic changes. Laboratory fee: $25. Prerequisite: CMCMA MFA or PMMM major or consent of instructor or director of graduate studies in Mass Communication and Media Arts.

544-3 Seminar in Film History: American. Analysis of the films and ideas associated with a particular director or a significant movement in motion picture history. Screening fee: $20. Students purchase texts. Course content varies each semester; may be repeated for a total of six credits. Prerequisite: CMCMA major or consent of instructor or director of graduate studies in Mass Communication and Media Arts.

545-3 Seminar in Film History: International. Analysis of the films and ideas associated with a particular director or a significant movement in motion picture history. Screening fee: $20. Students purchase texts. Course content varies each semester; may be repeated for a total of six credits. Prerequisite: CMCMA major or consent of instructor or director of graduate studies in Mass Communication and Media Arts.

546-6 (3,3) Seminar Film Theory. Advanced study of major currents in film theory and intensive consideration of particular topics in film theory. Discussion of early debates about aesthetics, perception and realism; linguistically modeled, structuralist, formalist and psychoanalytic theories; ideological, deconstructionist, feminism reception and other postmodern theoretical trends. Special topics might include: feminism and film, Freudian concepts for film, Marxism and film, film and language, formalist film theory, spectatorship, film and perception. Intensive weekly reading and discussion. Films are screened in relation to theoretical topics and assigned readings. Screening fee: $20. Prerequisite: admission to the cinema concentration in the College of Mass Communication and Media Arts MFA (Master of Fine Arts) program or consent of instructor.

548-1 to 16 (Master of Fine Arts) MFA Projects. Supervised independent creative work in media arts, the exact nature of which is to be determined in consultation with the MFA faculty member. Equipment usage fee: $50. Restricted to: CMCMA MFA major or consent of instructor or director of graduate studies in Mass Communication and Media Arts.

550-3 History of Media Arts and Culture. Introduces the history of the reproducible media arts, beginning with their prehistory in printmaking, and focusing on photography, cinema, radio, television, video, and other visual, audio, and digital media. Locates media technologies in the historical, material conditions of their emergence, consider how media interact with and make history, how media arts forms and movements arise historically and how these relate to mass media. Screening Fee: $35. Prerequisite: CMCMA MFA major or consent of instructor or director of graduate studies in Mass Communication and Media Arts.

551-4 Theory of the Media Arts. A survey of the major theoretical debates about the reproducible media arts with particular emphasis on the relationship between mass media, new media technologies, and art. Debates will be grounded in the study of aesthetic practices, technological innovations, political-economic settings, and overall historical context within which they emerged. Screening Fee: $35. Prerequisite: MCMC 550; CMCMA MFA major or consent of instructor or director of graduate studies in Mass Communication and Media Studies.

552-3 Seminar: Topics History and Theory of Media Arts. This course provides an in-depth study and discussion of selected topics in the history and theory of the media arts. Topics vary and will be announced in advanced. This course may be repeated when the topic differs. Screening Fee: $35. Prerequisite: CMCMA MFA major or consent of instructor or director of graduate studies in Mass Communication and Media Arts.

555-3 to 15 (3,3,3,3,3) Topical Seminars. Seminars on subjects of current interest, with the topics determined through students and faculty request and interest. Prerequisite: CMCMA major or consent of instructor or director of graduate studies in Mass Communication and Media Arts.

557-6 (3,3) MFA (Master of Fine Arts) Studio Arts Practice. The first-year course for an incoming MFA student in the college serves as an introduction to media creation strategies and concepts. The emphasis in an aesthetic and conceptual development as encountered within a variety of media arts. The course is team taught by a number of faculty in modules dedicated to various media forms- still image, time-based, spatial, and interactive. Lab fees $75. Prerequisite: MCMA MFA student or consent of instructor.

558-15 (3,3,3,3,3) MFA (Master of Fine Arts) Studio Critique. This critique-based seminar course is offered each semester to all graduate students in the MFA program except those in their last semester of Final Creative Project.
work. The goal for this course is to create an interdisciplinary forum where students develop research skills, learn how to best articulate their artistic production, and critique their peers’ works. Lab fee $75. Prerequisite: MCMA MFA student or consent of instructor.

560-3 Studies Mass Communication History. Examine specific topics in the histories of several types of media and related fields: newspapers, magazines, radio, television, advertising, public relations and film. This study will investigate the conceptual dimensions of communication history by examining social histories, economic histories, cultural histories and political histories of the field.

561-3 Communication for Social Change. Evolution of communication and social change theories and practices; contextual factors (including aid, trade and development policies); organizations influential in formulating and implementing policy; communication intervention strategies; evolving journalism practices. Prerequisites: MCMA 500, CMCMA major or consent of instructor or director of graduate studies in Mass Communication and Media Arts.

562-3 Significant Studies in Mass Communication Research. A review of a broad selection of early literature in communication research that has provided much of the conceptual basis for empirical studies during the past two decades.

563-3 Globalization and the Media. Debates about globalization from historical, theoretical, and critical perspectives. The major uses of communication technologies in international economic, political, and cultural processes. Topics include regional and global trends, trade regimes, global policy bodies and policy issues; global media influence. Restricted to: CMCMA major or consent of instructor or director of graduate studies in Mass Communication and Media Arts.

564-3 Political Economy of Media. Addresses the intersections of politics, economics, and social structures that underpin media arts and industries at global and national levels. Emphasizes the relationship between theories and methods. Prerequisites: CMCMA major or consent of instructor or director of graduate studies in Mass Communication and Media Arts.

565-3 Strategic Advertising Communication. Problem solving through strategic advertising communications and functional marketing communication, including branding, advertising, PR, sales promotion and direct response in an integrated program. The focus is on strategy and planning, and students will concentrate on integrating targets, timing and message strategy. Restricted to: CMCMA major or consent of instructor or director of graduate studies in Mass Communication and Media Arts.

569-1 to 4 M.S. Research Report. Research report or media project accompanied by an abbreviated Research Report, directed by a minimum of one member of the graduate faculty in the College of Mass Communication and Media Arts. A “Research Report” must be submitted to the Graduate School. The Research Report is the synthesis of existing literature on a specific topic or the contextualization of an original media project. Public presentation of the project required. Restricted to: PMMM major or consent of instructor or director of graduate studies in Mass Communication and Media Arts.

591-1 to 6 Readings. Supervised readings on subject matter not covered in regularly scheduled courses. Graduate students limited to three credits per semester. Prerequisite: written consent of instructor and area head.

592-3 Master’s Seminar. This course orients students to graduate level study in mass communication and media arts. Applied general research skills, literature reviews and proposal writing among other topics are covered. Students work on directed-projects, culminating in a proposal for future research or media production. Restricted to: CMCMA major or consent of instructor or director of graduate studies in Mass Communication and Media Arts.

593-6 (3 or 6 per semester) MFA Final Creative Project. Supervised independent creative work leading to the completion of the MFA creative project requirement. Registration for six hours of 593 is required for each MFA candidate. Registration may be for 3 hours in two semesters or 6 hours in one semester. Course fee: $50. Prerequisite: CMCMA MFA major or consent of instructor or director of graduate studies in Mass Communication and Media Arts.

594-3 Practicum. Study, observation and participation in activities related to the fields of Mass Communication and the Media Arts such as internships in related professional organizations. Restricted to: CMCMA majors or consent of the chair of the Multimedia Graduate Committee and instructor.

595-2,2 Ph.D. Proseminar. Provides Ph.D. Students in the College of Mass Communication and Media Arts a general orientation to the program. Forum for further discussion of the topics and issues raised in visiting lectures scheduled through the college, which students will be required to attend. Provides a framework for preparation for the annual MCMA research convention at which students will be required to present. Prerequisites: CMCMA major or consent of instructor or director of graduate studies in Mass Communication and Media Arts.

596-1 to 6 (1 to 3, 1 to 3, 1 to 3) Independent Study. Supervised research or independent creative work, the area of study to be determined by the student in consultation with instructor. Prerequisite: written consent of instructor and area head.

597-3 to 6 Final Project Research. Independent investigation or original creation of exhibition quality including a research component and directed by committee of at least three faculty. The chair will teach in the student’s concentration. The committee must formally hear and approve a project proposal before the student creates the project. Requires LD: Letter grade/DEF.

598A-1 to 6 Final Creative Project – Cinema. Supervised independent creative work leading to the completion of the MFA creative project requirement. Registration for six
hours of 598a is required of each MFA candidate. Equipment usage fee: $50. Prerequisite: admission to the cinema concentration in the College of Mass Communication and Media Arts MFA program and consent of instructor.

598B-1 to 6 Final Creative Project – Photography. Supervised independent creative work leading to the completion of the MFA creative project requirement. Registration for six hours of 598b is required of each MFA candidate. Laboratory fee: $25. Prerequisite: admission to the photography concentration in the College of Mass Communication and Media Arts MFA program and consent of instructor.

599-1 to 6 Thesis. Thesis requirements may be satisfied only by a written thesis for an MA in Media Theory and Research and by a creative thesis for an MFA in Mass Communication and Media Arts. Minimum of three hours required for the MA in MTR degree and minimum of six hours required for MFA in MCMA. Graded S/U. Prerequisite: MTR or MFA major.

600-1 to 24 (1-12 per semester) Dissertation. Minimum of 24 hours to be earned for the Doctor of Philosophy degree.

601-1 Continuing Enrollment. For graduate students who are working on their thesis. The student must have completed three thesis hours before being eligible to register for this course. Concurrent enrollment in any other course is not permitted. Graded S/U or DEF only.

**Courses (RT)**

403-3 Lighting for Television. The class covers typical lighting situations encountered in the field of television. Practical exercises are used extensively. Lab fee: $44. Prerequisite: RT-365 or concurrent enrollment.

405-3 Media Economics. Focus on economic and financial forces affecting the media industries. Study of the economic practices and impacts of corporate mergers and synergies, global integration of media firms, multi-stream revenue generation, barriers to entry and regulatory constraints. Prerequisite: C or better in RT 200 and consent of instructor.

430-3 News and Public Affairs Programming. Examination of history and scope of news and public affairs programming. Effects of public affairs on programs and audiences. Responsibility of radio and television stations in news and public affairs and community relations. Ethical issues in news and public affairs and the impact of new media on journalism will be explored. Prerequisite: senior standing and C or better in 200.

450-3 Television Documentary Production and Critique. An overview of the development of various types, styles and schools of major documentary production including analysis of American and International documentaries. Students will also research, write and produce several short form documentaries. Lab fee: $55. Prerequisite: 365 or consent of instructor. 465 recommended.

455-3 Oral History, Story-Telling and Media. (Same as HIST 498). This course will develop an appreciation of the field of oral history, methodological concerns and applications. Students will learn about the oral history process, including interview preparation and research, interview technique, the nature and character of evidence, transcribing, and legal and ethical concerns. Prerequisites: Junior or Senior standing.

457-3 Sports Marketing and Media Relations. The core issues of marketing media products in a variety of contexts, such as launching a television program or series, opening a film, introducing an Internet website or application. Attention to branding and media planning, including developing an online marketing strategy. Laboratory fee: $45. Prerequisite: C or better in RT 200 and consent of instructor.

461-3 Multimedia Production. Student can learn the fundamental concepts and skills necessary to produce simple interactive multimedia presentations using an assortment of media. Laboratory fee: $50. Prerequisite: senior standing and consent of instructor.

463-3 Sound Art and Practice II. This course allows students to explore sound as an art form. During the semester, students create original sound works and learn hands-on approaches to technology, which include building low cost microphones. Experimental sound synthesis and original approaches to creative sound will be explored as well as methods of collaboration and exhibition. Prerequisite: Consent of instructor. Lab Fee: $55.

464-3 Audio Documentary and Diversity. (Same as Women’s Studies 464). The purpose of this course is the creation of short and long form audio documentaries by students, regardless of production background. It will introduce students to basic production techniques and diversity considerations during the making of a documentary. This course uses qualitative methods to investigate an issue or document an event, with an emphasis on observation and interview techniques. Topics will explore the role of gender, race, ethnicity and class during the planning, gathering and production stages of the documentary. Course open to non-majors. Laboratory fee: $55.

465-3 Advanced Television Production. Instruction and practical experience in the development of programming for television. Students will produce individual and/or small group project for broadcast and follow the projects through from concept to completion. Many of the projects will air on WSIU-TV. Laboratory fee: $55. Prerequisite: 365 or consent of instructor.

466-3 Television and Video Graphics. Using current software, giving students hands-on experience in designing, developing and creating graphics packages for television and video production. Lab Fee: $50.00. Prerequisite: RT 365A or RT 365B.
467-3 International Broadcasting. Global media history, main theories, and current developments. The significance of global trends for local and regional media and cultures. Prerequisite: C or better in RT 200 and RT 300 and senior standing, or consent of instructor.

469-3 Video for Non-majors. Basic shooting and editing to students interested in using video for purposes other than professional television production, such as education, business, or Web page development. The course surveys video formats and applications. Students produce projects using editing and special effects. Credit not given to Radio-Television majors. Lab fee: $55. Prerequisite: consent of instructor.

470-3 Television News Field Production. Advanced field reporting for television. Students will work under the supervision of the instructor to develop, investigate and report news stories for television. This process will also study the development and production of the mini-documentary. Class will utilize professional grade video recorders, cameras and editing systems. Lab fee: $55. Prerequisite: RT365A and RT 365B or consent of the instructor.

471-3 Television Screenwriting. Basic structure of scripts. Introduction to the principles and practice of creating drama. Students analyze structure, form and content of TV shows and scripts and write two full-length television scripts. Some scripts from the class will be produced in RT 484. Lab fee $45. Prerequisite: Senior Standing and RT 365 or consent of the instructor.

475-3 MIDI Production Studio. Comprehensive study of sequencing techniques, editing, sampling and hardware and software based instruments will be applied with hands-on exercises and projects. Skills developed in this course will enable students to creatively utilize the most current MIDI technology for use in writing, arranging, recording and manipulating music and audio for albums, jingles, and film/television. Prerequisite: RT375 or consent of instructor. Lab fee: $55.

476-3 Creative Audio Producing. This course puts the student in the role of recording producer, including responsibility for all decision-making during project development and production. Includes selection of material, budgeting, contracts, scheduling, performances, and all aspects of recording. Emphasis is placed on communication with clients, artists and engineers. Related elements include publishing, copyright and contracts. Prerequisite: consent of instructor. Lab fee: $55.

477-3 Investigative Reporting for TV, Radio, Online. Each student will choose one topic and produce a story with multimedia elements. Students will do in-depth research, conduct interviews, and investigate issues and topics of their choice, with approval of the instructor. The latest investigative techniques will be explored, as well as legal and ethical issues. Stories can air on public television or radio, or appear online. Restricted to: Senior standing.

479-3 Multi-Camera Field Production. Concentration on the techniques, conventions and implementation of live-event, multi-camera production in the field, including concerts, awards shows, and sports. Lab Fee: $55 Prerequisite: RT365A and RT 365B or consent of instructor.

480-3 Emerging Media. Examination of developments in emerging media, including Internet applications, mobile media, and gaming, among others. Exploration of the impact of emerging media on traditional media cultures and economies. Prerequisite: Senior standing or consent of instructor.

481-3 Client-Based Video Design. A preproduction course that includes creative problem solving, project management, working with clients, budgeting, design theory and script writing. Assesses multiple platforms for video creation and delivery to targeted audiences. Prerequisite: 365 or concurrent enrollment or consent of instructor.

482-3 Advanced Client-Based Production. Students work on one or more actual client projects. The class simulates a production house operation. Working in teams, students are responsible for budgeting, working with clients, scripting, shooting, editing, and follow-through on the project. Lab fee: $45. Prerequisite: 465 or 481.

483-3 Script to Screen I. In sequence with RT 484, Script Screen II. Script to Screen I concentrates on scriptwriting for serial fictional Television –situation comedies and dramas. Students analyze structure, form and content of TV shows and scripts and write two full-length television scripts. Some scripts from the class will be produced in RT 484. Lab fee $45. Prerequisite: Senior Standing and RT 365 or consent of the instructor.

484-3 Script to Screen II. In sequence with RT 483, Script to Screen I. In this course, students produce a pilot for sitcom or dramatic television program, from scripts written by students in RT 483. Topics include casting, budgeting, scheduling, script analysis, location management, production design, staging, lighting, directing and acting for the camera. Lab Fee: $55. Prerequisite: Senior Standing, RT 365A and RT 365B, or consent of the instructor.

485-3 Digital Post Production. Students will examine all aspects of the postproduction process. The course combines editing theory and practice with critiquing professional programs and practical editing exercises. Laboratory fee: $55. Prerequisite: 365.

486-3 Broadcast Advertising Production. (Same as Journalism 408) Offered jointly with Advertising/IMC. Projects combine expertise in teams to script, produce, post-produce, edit and present broadcast commercials. Lab fee: $55. Prerequisite: 365, or 383, or Journalism 303.

487-3 3D Animation I: Modeling. In this course, students will gain a solid foundation in creating 3D computer graphics using industry standard computer software and hardware. Through analysis and practice, students will develop an understanding of the principles of 3D modeling, lighting, texturing and rendering. Conceptual design and professional practices will also be addressed. Skills learned in this course will prepare students for the 3D Animation II class.

488-3 3D Animation II: Animation. This intermediate course builds upon the skills learned in the 3D Animation I course, and will focus on narrative development, motion design and creating visual effects in 3D scenes using industry standard practices. Topics include key frame animation, inverse kinematics, special effects using dynamics and the application of physics-based properties to 3D ge-
ometry. A term project utilizes the creative and technical skills explored in class.

**489-2 to 9 Electronic Media Workshop.** Advanced work in various areas of electronic media. Lab fee: $55. Prerequisite: consent of instructor.

**490-3 3D Animation III: Production Studio.** This advanced course builds upon the skills mastered in the 3D Animation I and II courses. Students walk through the 3D animation production cycle to produce a high-quality 3D animation suitable for portfolio exhibition. Class critiques and project analyses are used to direct students through the production process. This course advances students' knowledge of industry-standard 3D modeling, animation, visual effects and rendering practices.

**496-3 Sound and Moving Image.** This course examines in detail the relationship of sound and moving images. It traces intertwined histories, revealing important collaborations and technological developments that set precedents for both film and video. While the primary focus of this course is the artistic creation of soundtracks, we will also explore musical scoring and orchestration as utilized by film and television composers. Students will learn about and create sound designs, Foley sound and mix to picture sessions. Prerequisite: consent of instructor. Lab fee: $55.

**598-1 to 3 Research Report.** One to three hours required of all non-thesis students writing a research paper and engaging in a companion creative project. Graded S/U only.

**599-1 to 6 Thesis.** Thesis requirements may be satisfied only by a traditional written thesis. Maximum of six hours may be counted toward degree requirements.

**601-1 per semester Continuing Enrollment.** For those graduate students who have not finished their degree programs and who are in the process of working on their dissertation, thesis, or research paper. The student must have completed a minimum of 24 hours of dissertation research, or the minimum thesis, or research hours before being eligible to register for this course. Concurrent enrollment in any other course is not permitted. Graded S/U or DEF only.