

Communication and Media

General Information

The Department of Communication and Media reflects an area of study informed by art and science. Under the auspices of **Communication**, students explore the construction, delivery, and perception of purposeful messages and their consequences. Whether the intent is to inform, influence, or entertain, students use research and theory to improve effectiveness and achieve outcomes in interpersonal and mass-mediated messaging.

In addition, students will find a creative outlet in **Media Studies**, which focuses on the production of content and its critical and cultural significance. It encompasses the aesthetics of audio and visual media in all its forms. Students learn contemporary and historical concepts in a global context. Importantly, students can hone practical skills ranging from conceptual development to camerawork and post-production editing.

Whether students want to work on a public health campaign to reduce risky behaviors or a documentary designed to educate, Communication and Media offers excellent preparation for a rapidly changing world.

The Bachelor of Arts in Communication

The B.A. in Communication is a flexible degree program that allows the student to tailor their curriculum to meet specific interests and needs while simultaneously providing a strong foundation in the major specializations of the discipline. Students who seek this degree will, upon completion, understand how to communicate competently and effectively in a variety of contexts and mediums. In addition, students will develop a strong foundation in the principles underlying effective communication. Finally, students will demonstrate their competence through the internship and practicum requirements. Students may complete either a general communication degree or they may select one of four different emphasis areas as a focus for their studies: Interpersonal Communication, Mass Communication, Applied Visual Communication, or Strategic Communication.

Certificate in Health Communication

The Certificate in Health Communication will assist students looking to specialize in a growing field, learn valuable skills for the job market, and get hands-on experience in health organizations that will translate into jobs.

Certificate in Media Production

The Certificate in Media Production provides a sequence of courses designed to develop multi-channel and multimedia skills that can be used by students to record, edit, and produce media for artistic, personal, or commercial applications. Students will develop a portfolio of work that will reflect both independent and client-centered content. Students who complete the Certificate in Media Production will develop the knowledge and skills needed to be competitive in a rapidly changing media environment.

Certificate in Public Relations

The public relations certificate builds professionals with expertise in crafting messages, promoting public images and handling a crisis. It prepares students for success as they pursue a career in communication

and public relations. The curriculum includes hands-on learning and real-world experiences designed to adhere to the requirements set forth by the Public Relations Society of America.

Other Certificate Programs

In addition to these offerings, the department supports a number of other interdisciplinary certificate programs. For more information, see Interdisciplinary Studies.

Master of Arts in Communication

The M.A. in Communication is designed to offer a convenient, high-quality graduate education to students with a variety of interests and professional goals. For individuals who are interested in pursuing a doctorate in communication, we provide first-class preparation that can make students competitive at even the most prestigious institutions. Our graduate faculty trained at top-ranked universities, and are closely involved with mainstream scholarship and innovative research. For students who intend to apply communication knowledge and skills in the workplace, the practical and theoretical knowledge woven throughout the curriculum can facilitate the achievement of a broad range of personal and professional goals. We offer the opportunity to tailor students' programs of study to meet their interests and objectives. In addition, our graduate program offers workforce development to major corporations and organizations in the greater St. Louis area, providing an effective and economic alternative to an internal training and development infrastructure.

Degrees

Communication BA

- Applied Visual Communication Emphasis
- Interpersonal Communication Emphasis
- Mass Communication Emphasis
- Strategic Communication Emphasis

Communication MA

Communication Accelerated Master's (MA) Program

Minors

Communication Minor

Certificates

Health Communication Undergraduate Certificate

Media Production Undergraduate Certificate

Public Relations Undergraduate Certificate

Instructional Communication Graduate Certificate (ACP)

Affiliated Interdisciplinary Programs

Organizational Leadership BA, Corporate Communication Emphasis

Organizational BA, Health Communication Emphasis

Communication Courses

COMM 1030 Interpersonal Communication I (MOTR COMM 120): 3 semester hours

This course introduces students to the theories of interpersonal communication. It emphasizes the basic principles involved in one-to-one interactions. This course fulfills the University's general education communication proficiency requirement.

COMM 1040 Introduction to Public Speaking (MOTR COMM 110): 3 semester hours

This course introduces students to theories and techniques of organization, argumentation, persuasion, and delivery in public speaking. This course fulfills the University's general education communication proficiency requirement.

COMM 1041 Presentational Speaking: 3 semester hours

Theories and techniques of presenting information in various contexts, formats, and settings. Emphasis is placed on strategic coordination for message effectiveness in a team-based environment.

COMM 1050 Introduction to Mass Communication: 3 semester hours

Introduction to oral, print, and electronic media of communication, including emerging digital formats. The course covers the major theories of mass communication effects as well as the social, organizational, economic, political, and technological factors that shape the creation and reception of mass media messages.

COMM 1100 Introduction to Advertising: 3 semester hours

This course provides an introduction to the history, rhetoric, and aesthetics of advertising. It covers key areas such as account management, research, strategy, creative, media, and production.

COMM 1110 Introduction to Broadcasting and Digital Media: 3 semester hours

This course provides an introduction to the broadcasting and digital media industries. It also addresses topics including history, government regulations, technological changes, and social implications.

COMM 1150 Introduction to Public Relations: 3 semester hours

This course provides an introduction to contemporary persuasive social science principles, processes, and issues involved in the management of communications between an organization and its publics. An emphasis on ethics, law, and professional standards is highlighted.

COMM 1210 Fundamentals of Acting: 3 semester hours

This course develops personal communication and presentational skills through vocal, physical, and emotional exercises designed for the beginning actor. The course emphasizes relaxation, concentration, improvisation, script analysis, characterization and scene work exercises to develop elementary performance skills.

COMM 1369 Introduction to Health Communication: 3 semester hours

This course introduces the concept of health communication through interpersonal, organizational, and mass media health contexts. Topics may include patient-provider communication, issues of diversity and culture, social support, health entertainment, marketing, HR and PR in health, and careers in health communication.

COMM 1950 Finding an Internship in Communication and Media Fields: 1 semester hour

This course equips Communication majors with the necessary skills to secure an internship or practicum that aligns with their long-term, post-graduation goals. Students will identify internships relevant to their coursework and career goals, create resumes, write cover letters, develop interviewing skills, and more. The concepts of this course prepare students to secure an internship or practicum for the following semester.

COMM 2080 Advertising Copywriting: 3 semester hours

Same as ENGL 2080. This course offers students a hands-on approach for writing advertising material for print, broadcast, and digital media against tight deadlines in a professional setting.

COMM 2180 Public Relations Writing: 3 semester hours

Same as ENGL 2188. Prerequisites: COMM 1150 or ENGL 1100 or COMM 2380. This course is an introduction to the process of planning, producing, and evaluating messages in public relations. It examines various forms of contemporary public relations writing, with special emphasis on preparation of messages for different media and audiences, setting long-range and short-term goals and objectives, and identifying appropriate message channels.

COMM 2230 Small Group Communication (MOTR COMM 125): 3 semester hours

This course focuses on the development of communication skills needed in effective small group decision-making and problem-solving as well as on application of these skills to contemporary problems. This course fulfills the University's general education communication proficiency requirement.

COMM 2231 Communication in the Organization: 3 semester hours

Course integrates communication theories applicable to the structure and function of organizations. The effect of communication variables on departmental interface, member satisfaction and motivation, leadership and subordinate styles, and perception of the organization by the external environment.

COMM 2235 Professional Communication: 3 semester hours

This course seeks to prepare students to develop and apply the practical communication and self-development skills needed to excel in academic and workplace settings. Topics may include self- and relationship management, communicating effectively in professional settings, and career planning. Students will also become familiar with specific careers in the field of communication and media.

COMM 2240 Persuasive Communication: 3 semester hours

This course covers persuasive communication including theories, techniques, forms, functions, applications, potential, and limitations for individuals and organizations. Perspectives from both classical rhetoric and contemporary communication theory are addressed. This course fulfills the University's general education communication proficiency requirement.

COMM 2332 Intercultural Communication: 3 semester hours

This course examines culture as a variable in both interpersonal and collective communicative situations. There is emphasis placed upon opportunities and problems arising from similarities or differences in communication patterns, processes, and codes among various cultural groups.

COMM 2380 Introduction to News Writing: 3 semester hours

Same as ENGL 2180. This course focuses on news writing and the development of news stories. Enrollment in this course is encouraged for but not restricted to staff of The Current (student newspaper) and other student publications.

COMM 3130 Communication in Family, Dating, and Marriage: 3 semester hours

Prerequisite: COMM 1030. This course examines dating, courtship, and marriage relationships. It focuses on exploring the history and contemporary issues associated with intimate relationships.

COMM 3140 Feature Writing: 3 semester hours

Same as ENGL 3150. Prerequisites: ENGL 1100 or equivalent. The course involves the study and practice of freelance and staff-written magazine or newspaper feature articles with an emphasis on relationship between types of publication and article content, research methods, and writing style. It involves frequent short assignments such as journal entries, interviews, library projects, article critiques, and market reports that lead to production of full-length feature articles. It may not be taken on the satisfactory/unsatisfactory option. The course counts toward the English Certificate in Writing.

COMM 3150 Crisis, Disaster, and Risk Communication: 3 semester hours

Prerequisites: Junior standing or consent of instructor. Course will focus on three specialized areas within public relations: communication methods and infrastructure in relation to large-scale disaster management; organizational crisis communication; and public communication regarding environmental, chemical and other public risk issues.

COMM 3330 Research Methods in Communication I: 3 semester hours

Introduction to the fundamental tools of quantitative research in communication. Focus of the course is on reading and comprehending communication research reports rather than conducting quantitative research.

COMM 3337 Communication and Gender: 3 semester hours

Prerequisites: Junior standing or consent of instructor. This course explores the influence of gender upon contemporary American communication behavior. Topics may include semantic and syntactic variations in speech, gender-role development as process and product of communication, analysis of communication patterns and barriers within gender groups. Mass, public, interpersonal, and dyadic communication contexts are considered.

COMM 3355 Dangerous Messages: 3 semester hours

Prerequisites: Junior standing or consent of instructor. This course examines how communication can be used to promote as well as inhibit societal and individual well-being. Topics include alcohol and tobacco, drugs, sexual behavior, and others pertaining to health and risky behaviors. Stereotyping, diversity in media ownership and content, hate speech, and other topics with implications for the health of citizens individually and as a people may also be covered.

COMM 3368 Advanced Health Communication: 3 semester hours

Prerequisites: COMM 1369 or consent of instructor. This course focuses on how to use communication to promote health across interpersonal, organizational, and mass media contexts. Topics may include crisis communication, health interventions and campaigns, and social marketing among others.

COMM 3370 Social Media in Public Relations: 3 semester hours

Prerequisites: COMM 1150 or COMM 1100 or consent of instructor. The course presents an overview of how to use social media and blogging in contemporary public relations. Students will also learn how to evaluate and create a social media plan.

COMM 3395 Special Topics in Communication: 3 semester hours

In-depth study of topics pertaining to current research in the department. May be repeated up to six credit hours if topic is different.

COMM 4100 Communication Campaigns: 3 semester hours

Prerequisites: COMM 1150, COMM 2180 and junior standing, or consent of instructor. This course focuses on the design, analysis, and implementation of mass communication-based information campaigns by integrating research and theory from interpersonal communication, mass communication, and public relations. It provides an advanced study of an organization's public relations needs and includes researching the situation, analyzing audiences, and preparing strategic plans for approved clients.

COMM 4199 Applied Strategic Communication: 3-6 semester hours

Prerequisites: Senior standing and consent of instructor; enrollment limited to PR certificate students. This course allows students to gain advanced, practical work experience emphasizing strategic communication skills within a discipline-relevant organization. Work must be done under supervision of a working professional in the field and in consultation with a faculty member. Proposed sites must be approved by the department. This course may be repeated for a maximum of 6 credit hours.

COMM 4360 Applied Health Communication: 3-6 semester hours

Prerequisites: Senior standing with at least 12 hours of course work in Communication, consent of instructor required; enrollment limited to health communication certificate students. This course comprise advanced practical work experience emphasizing communication skills within a health organization. Experiences may include organizational and promotional activities, mass communication, public relations, research and writing, strategic communication, or training and development, all with a health communication focus. Internships are off-campus and proposed sites must be approved by the department. Work must be done under supervision of a working professional in the field, and in consultation with a faculty member.

COMM 4500 Seminar in Fundamental Communication Theory: 3 semester hours

Prerequisites: Senior standing. This course introduces students to the theoretical, methodological, and philosophy of science issues in the discipline of communication. It includes general, micro, contextual, and interdisciplinary (symbiotic) communication theories.

COMM 4600 Seminar in Fundamental Organizational Communication Theory: 3 semester hours

Prerequisites: COMM 2231 and senior standing. This course examines the function of communication in the workplace. Students will learn to evaluate, adapt, and apply various research-supported frameworks for understanding organizational communication and communication processes in organizations. Interpersonal sensitivity, communication skills, and ethical values within organizations are also examined.

COMM 4650 Seminar in Fundamental Interpersonal Communication Theory: 3 semester hours

Prerequisites: COMM 1030 and one 3000-level course from the Interpersonal Communication Emphasis Area. This course examines the theories and research pertaining to interpersonal communication. It introduces students to fundamental theoretical writings and current research literature in the field. They will evaluate, adapt, and apply research findings on several interpersonal communication topics, including information management in interpersonal contexts, relational uncertainty in interpersonal communication, deception detection, new technologies, and dating.

COMM 4700 Seminar in Fundamental Mass Communication Theory: 3 semester hours

Prerequisites: COMM 1050 and at least three credit hours of 3000-level courses from the Mass Communication Emphasis Area. This course examines the theories and research pertaining to media industries, content, and users. It introduces students to the fundamental theoretical writings and current research literature in the field. Students will evaluate, adapt, and apply research finding in mass communication topics such as the impact of technology on media content and usage patterns, media effects on society and on individuals, media representation patterns, and the reasons users select particular types of content.

COMM 4900 Directed Readings: 3 semester hours

Prerequisite: Consent of instructor. Supervised independent study focused on discipline-relevant content that expands on concepts and theories presented in communication courses. May be repeated for credit.

COMM 4905 Directed Readings in Health Communication: 3 semester hours

Prerequisites: Consent of instructor. Supervised independent study focused on discipline-relevant content in health communication that expands on concepts and theories presented in health communication courses. May be repeated once for credit.

COMM 4910 Supervised Research: 1-3 semester hours

Prerequisites: Consent of instructor. Supervised field, laboratory, or survey research experience that includes activities such as data collection, literature searches, qualitative or quantitative data analysis, survey or experiment administration, and other research related activities. May be repeated with consent of department.

COMM 4915 Supervised Research in Health Communication: 1-3 semester hours

Prerequisites: Consent of instructor. Supervised field, laboratory, or survey research experience in the area of health communication. Includes activities such as data collection, literature searches, qualitative or quantitative data analysis, survey or experiment administration, and other research related activities. May be repeated for up to 6 credit hours total with consent of department.

COMM 4920 Practicum in Applied Communication: 1-3 semester hours

Prerequisite: Junior standing, at least 12 hours of course work in Communication, and consent of instructor; open to Communication majors/minors. Practicum work experience with any discipline-relevant unit at UMSL including, but not limited to: the offices of students affairs, public relations, and research administration; the school newspaper or radio station; and intra-departmental activities. Work must be done on campus, under supervision of a working professional in the field, and in consultation with a faculty member. Repeatable, but no more than six hours total credit may be earned in practicum courses toward the 36-hour minimum required for the degree.

COMM 4950 Internship in Applied Communication: 3-6 semester hours

Prerequisites: Senior standing with at least 12 hours of course work in Communication, consent of instructor; open to communication majors only. Advanced practical work experience emphasizing communication skills with any discipline-relevant entity. Experiences may include organizational and promotional activities, mass communication, public relations, research and writing, strategic communication, or training and development. Internships are off-campus and proposed sites must be approved by the department. Work must be done under supervision of a working professional in the field, and in consultation with a faculty member. Repeatable, but not more than six hours total credit may be earned in internship courses toward the 35-hour minimum required for the degree.

COMM 5000 ACP - Elements of Public Speaking: 3 semester hours

Prerequisites: Graduate standing, special consent. This course focuses on the delivery of theory and research based public speaking content for teachers seeking certification to teach communication courses for the Advanced Credit Program.

COMM 5010 ACP: Elements of Debate: 3 semester hours

Prerequisites: Graduate standing, special consent. This course focuses on developing a comprehensive understanding of the theory and research typically taught in college level forensics and debate courses. Designed for teachers seeking certification to teach communication courses for the Advanced Credit Program.

COMM 5020 ACP - Persuasion and Influence: 3 semester hours

Prerequisites: Graduate standing, special consent. This course focuses on developing a strong background in the research and theory that underlies attempts to persuade and influence others through the use of effective communication. Designed for teachers seeking certification to teach communication courses for the Advanced Credit Program.

COMM 5050 ACP - Special Topics: 3-6 semester hours

Prerequisites: COMM 5000, COMM 5010, and COMM 5020, special consent. This rotating topic course focuses on developing knowledge of communication theory and research applicable to the context of teaching public speaking and debate. Topics may include such issues as nonverbal communication, conflict communication, and argumentation, among others. Designed for teachers seeking certification to teach in the Advanced Credit Program. May be repeated for a maximum of 6 credit hours.

COMM 5099 ACP - Observation and Implementation: 3 semester hours

Prerequisites: COMM 5000, COMM 5010, COMM 5020 and COMM 5050, special consent. Provides a capstone experience for teachers seeking to teach communication courses in the advanced credit program. While enrolled, participants will implement an ACP course in their school under the supervision of the Communication Department's advanced Credit Program Liaison.

COMM 6500 Seminar in Communication Theory: 3 semester hours

Prerequisite: Graduate standing. Examination of the theoretical, methodological, and philosophy of science issues in the discipline of communication. Examines general, micro, contextual, and interdisciplinary (symbiotic) communication theories. Required of all graduate communication students.

COMM 6510 Advanced Communication Research Methods I: 3 semester hours

Prerequisites: Graduate standing. Concerns the logic and forms of communication inquiry including an examination of various communication research and evaluation methods and their theoretical frameworks. Topics include communication research strategy and methodology, scientific process, derivation and test of hypotheses, methods of research design. Provides and orientation to graduate research including proposal development for thesis, internship and paper requirements, and includes a theory-based research project of the student's choice. Required of all graduate communication students.

COMM 6600 Seminar in Strategic Communication in Organizations: 3 semester hours

Prerequisite: Graduate standing. Examines the function of communication in the workplace. Students will study various frameworks for understanding organizational communication, implications of major organizational theories, and strategic communication processes in organizations. Interpersonal sensitivity, communication skills, and ethical values within organizations are also examined.

COMM 6630 Seminar in Interpersonal Communication: 3 semester hours

Prerequisites: Graduate standing. This course examines the theories and research pertaining to interpersonal communication. Students will evaluate, adapt, apply, and formulate theory and research findings to several interpersonal communication topics, including information management in interpersonal contexts, relational uncertainty in interpersonal communication, deception detection, new technologies, and dating.

COMM 6700 Seminar in Mass Communication: 3 semester hours

Prerequisites: Graduate standing. Examines the theories and research pertaining to media industries, content, and users. Topics include the impact of technology on media content and usage patterns, media effects on society and on individuals, media representation patterns, and the reasons users select particular types of content.

COMM 6800 Seminar in Health Communication: 3 semester hours

Prerequisites: Graduate standing. Examines the theories that researchers use to investigate health communication phenomena, as well as the application of those theories to understanding and enhancing health. Course topics include health campaigns and interventions, patient-provider communication, and cultural perceptions of health.

COMM 6830 Seminar in Special Topics in Communication: 3 semester hours

Prerequisite: Graduate standing. Selected topics in the study of communication. Review of the communication theory and methods appropriate to the topic. The course includes a research project. May be repeated if the topic is different.

COMM 6900 Directed Readings in Communication: 1-6 semester hours

Prerequisite: Graduate standing and consent of instructor. Independent study of published research and reports relating to a specific topic in communication. May be repeated for credit with permission of advisor.

COMM 6910 Supervised Research in Communication: 1-3 semester hours

Prerequisites: Graduate standing and consent of instructor. Primary research on specific topics in communication. May involve collaborative research with a faculty member on a topic of mutual interest or data collection/analysis for a project developed by the student under the guidance of a faculty member. May be repeated for credit with permission of advisor.

COMM 6920 Practicum in Computer-Mediated Communication: 1-3 semester hours

Prerequisites: Graduate standing and consent of program director. Applied practice or research in collaboration with a faculty member.

COMM 6950 Graduate Internship: 3-6 semester hours

Prerequisites: Graduate standing and approval of graduate coordinator. Individual on-site internship in organizational or mass communication. May be repeated.

COMM 6960 Thesis Research and Preparation: 1-10 semester hours

Prerequisites: Graduate standing and consent of instructor. Individual research for and preparation of the graduate thesis.

Media Studies Courses**MEDIA ST 1065 Internet Media: 3 semester hours**

This course covers the principles of media design as they apply to the internet and other digital communication networks. Familiarity with online interfaces will be developed through analysis of the changing nature of communication technologies. Students will conceive and create their own projects. This course fulfills the University's general education information literacy requirement.

MEDIA ST 1070 Introduction to Cinema: 3 semester hours

This course offers students the opportunity to develop a better understanding and appreciation for film form, style, and structures through exploring various historical periods, genres, and film makers. It covers the history of cinema and its evolution, its role in society, and the methods through which cinema is created.

MEDIA ST 1198 Practicum in Media Studies: 1-6 semester hours

Prerequisites: Consent of instructor. Open to Media Studies majors or minors only; not open to students who have delayed grades outstanding. Practical work in a field related to media studies supervised by a faculty member. This course may be repeated for up to 20 credit hours.

MEDIA ST 2020 Acting for the Camera: 3 semester hours

This acting course prepares actors for work in front of a camera. Working with broadcast quality cameras, students will learn the art of language and expression. Students will learn the art and skill of communicating to an audience. Students also acquire the skills for working with other actors on camera, close-ups, working with props, continuity and hitting your mark.

MEDIA ST 2113 Media Production I: 3 semester hours

Study of the basic skills needed to create media packages. The class will provide students with practical experience in camera operation, directing, producing, switching, audio mixing, and lighting, as well as basic non-linear editing. Lab arranged.

MEDIA ST 2210 Video Production I: 3 semester hours

This course covers the basic theories and practice of remote video production. Producing and directing in the field will be examined and practiced. The course will focus on technical and aesthetic aspects of cinematic production. Lab arranged.

MEDIA ST 2211 Introduction to Digital Multimedia Production: 3 semester hours

Students will explore different state-of-the-art digital multimedia applications, including audio, video, and computer generated graphics, that are presently used in television, radio, CD, DVD, and online presentation. Current media related software such as QuickTime, Window Media, and Flash multimedia creation will be demonstrated and utilized to develop skill sets in those areas.

MEDIA ST 2225 Live Events Media: 3 semester hours

Techniques and aesthetics of recording live video events. Course will include practical application training for single- and multi-camera shoots of concerts, lectures, theatre, dance, weddings, and other special events.

MEDIA ST 2235 Media Theory: 3 semester hours

Prerequisite: COMM 1050. This course presents a theory-based explanation of the relationship between mass media and society. The topics covered include agenda-setting, violence and television, and other current issues from a critical perspective.

MEDIA ST 2260 Storytelling Through Sound: Podcasting and Audio Production: 3 semester hours

This course provides an introduction to audio production and podcasting. Students will explore each of the elements that come together, through the medium of sound, to enhance a story or conversation. Assignments will refine skills in everything from writing for audio and asking good questions to recording, editing and overall project strategy.

MEDIA ST 3025 Current Issues in Strategic Communication: 3 semester hours

Prerequisites: COMM 1100 or COMM 1150, junior standing or consent of instructor. The course covers current trends, topics, and controversies in advertising, public relations, and related fields. Students will analyze, evaluate, and critique current topics in group discussions. Students are expected to help select and research the topics as well as lead discussion with the support from the instructor.

MEDIA ST 3113 Media Production II: 3 semester hours

Prerequisite: MEDIA ST 2113. Advanced study of the skills needed to create media packages. The class will provide students with a continuation of practical training in camera operations, directing, producing, switching, audio mixing, and lighting, as well as more advanced post production techniques. Lab arranged.

MEDIA ST 3310 Video Production II: 3 semester hours

Prerequisite: MEDIA ST 2210. Study of advanced theories of media production. Refinement of production principles learned in MEDIA ST 2210. Exploration of complex program formats, and advanced non-linear editing techniques. Lab arranged.

MEDIA ST 3313 Advanced Video Editing: 3 semester hours

Prerequisites: Six (6) hours of television production. Study of advanced non-linear editing techniques, animation, and advanced graphics development. Exploration of state of the art editing formats. Lab arranged.

MEDIA ST 3318 Advanced Independent Video Production: 3 semester hours

Prerequisites: MEDIA ST 2210. This course will enable students to plan, script, shoot and edit advanced independent video productions for exhibition and competitive formats. Emphasis will be placed upon auteur conceptualization, production, and direction. May be repeated for up to a total of 6 credit hours.

MEDIA ST 3338 Advertising Technique: 3 semester hours

Same as MKTG 3738. Prerequisites: COMM 1100 or MKTG 3700 or consent of instructor. Techniques for creating advertising messages and campaigns to reach target audiences. Focus on the process of persuasion, importance of advertising in modern economics, rationale for company advertisement, evaluation of advertising effectiveness, and assessment of advertising myths and truths. Practical application of messages and campaigns will be stressed.

MEDIA ST 3355 Media Law and Regulation: 3 semester hours

Prerequisites: COMM 1050 or COMM 1110. This course addresses laws affecting the mass media. The topics covered include problems and issues in legal regulation of media content, ownership, access, and accountability as well as industry self-regulation and the influence of citizens' organizations.

MEDIA ST 3356 Global Media Systems and Trends: 3 semester hours

This course will survey major theories, global trends, and key stakeholders in the field of mass and digital media. It addresses issues regarding the transnational and transcultural flow of media content and communication technologies. Topics include the historical context and cultural implications of globalization, patterns of international media flow, and the roles of transnational media and communication organizations.

MEDIA ST 3398 Internship in Media Studies: 3-6 semester hours

Prerequisites: Senior standing; consent of instructor; open to Media Studies majors only; not open to students who have any delayed grades. Practical work at an off-campus agency, supervised by a professional in consultation with a faculty member. This course may be repeated for up to 20 credit hours.

MEDIA ST 3990 Directed Readings in Media Studies: 3 semester hours

Prerequisites: Consent of instructor; not open to students who have any delayed grades. Supervised independent study involving readings, conferences, papers, in one of the department's disciplines: advertising, radio, television, film, or journalism.

MEDIA ST 4040 Special Topics in Media Studies: 1-6 semester hours

Prerequisites: Junior, senior, or graduate standing and consent of instructor. Special topics with subject matter dealing with current issues, (theoretical or applied), in the discipline of media studies. Since the topics of MEDIA ST 4040 may change from semester to semester, the course may be repeated for up to 12 credit hours.

MEDIA ST 4400 Senior Project: 3-6 semester hours

Prerequisites: Senior status and consent of instructor. The capstone experience requires seniors to produce an original research project, a representative portfolio, or an intrinsic case study, which exemplifies their undergraduate study. Students will present their work to the instructor supervising the course, as well as program related-faculty. Repeatable up to 6 credit hours.