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
Same as THEATR 1070. This course provides an overview of American cinema from the early beginnings of D.W. Griffith and his contemporaries to the present day. The course will discuss both the Hollywood studio system and today's independent movement. Genre, film theory, criticism, and aesthetics are also covered.

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 2180 Introduction to News Writing: 3 semester hours
Same as ENGL 2180. This course focuses on developing stories and news writing; staff of The Current and other student publications are encouraged to enroll.

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 courses 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 3261 Lighting for Stage and Screen: 3 semester hours
Prerequisite: Consent of instructor. This course surveys the theories and techniques used in digital lighting design and production for the stage and screen. It emphasizes professional practices and applications of lighting for both stage and screen.

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.