Media Studies

Courses

MEDIA ST 1050 Introduction To Media Studies: 3 semester hours
Introduction to print and electronic media, as well as the Internet. Emphasis on history, theory, and role of the mass media as cultural institutions. The course also examines the Federal Communications Commission (FCC) and issues of ownership and media conglomeration.

MEDIA ST 1055 Introduction to Social Media: 3 semester hours
Introduction to the creation and rise of social media/networks. Course will cover the impact and influence of dominant sites along with individual, group, political, and commercial behavior changes. The course will examine how social media platforms can be integrated with other current tools. Issues such as privacy, censorship, cyber-bullying, and the use of social media for anti-social/terrorist activities will be explored.

MEDIA ST 1060 Introduction to World Cinema: 3 semester hours
An introduction to the history, rhetoric, and aesthetics of world cinema. International film theory and criticism will be studied as well as major genres, authors, and artists.

MEDIA ST 1065 Internet Media: 3 semester hours
This studio course will cover the principles of media design as they apply to the interactive world of the web. Sensitivity to the visual elements of online interfaces will be developed through analysis of the changing nature of communication technologies. Students will conceive and create their own web-based media projects.

MEDIA ST 1070 Introduction To Cinema: 3 semester hours
An overview of American cinema from the early beginnings of D.W. Griffith and his contemporaries to the present day. Course will discuss both the Hollywood studio system and today's independent movement. Also covered: genre, film theory, criticism, and aesthetics.

MEDIA ST 1100 Introduction To Advertising: 3 semester hours
An introduction to the history, rhetoric, and aesthetics of Advertising. A basic understanding of industry issues and key areas such as account management, research, strategy, creative, media, and production.

MEDIA ST 1110 Introduction To Radio And Television Broadcasting: 3 semester hours
An introduction to broadcasting, including the areas of history, government regulations, station operation, and program development.

MEDIA ST 1194 Practicum In Journalism: 1-3 semester hours
Prerequisites: Consent of Instructor. Open to Theatre, Dance, and Media Studies majors or minors only. Not open to students who have any delayed grades outstanding. Practical work in journalism program or the student newspaper, supervised by a faculty member. This course may be repeated for up to 6 credit hours.

MEDIA ST 1196 Practicum In Radio: 1-3 semester hours
Prerequisites: MEDIA ST 2114 or Consent of Instructor. Open to Theatre, Dance and Media Studies majors or minors only. Not open to students who have any delayed grades outstanding. Practical work at the campus radio station, supervised by a faculty member. This course may be repeated for up to 6 credit hours.

MEDIA ST 1197 Practicum In Television/Film: 1-3 semester hours
Prerequisites: MEDIA ST 2113 or Consent of Instructor; open to Theatre, Dance and Media Studies majors only; not open to student who have delayed grades outstanding. Practical work at one of the campus television studios or for the UM-St. Louis Television/Film Club, supervised by a faculty member. This course may be repeated for up to 6 credit hours.

MEDIA ST 1198 Practicum In Media Studies: 1-3 semester hours
Prerequisites: Consent of Instructor. Open to Theatre, Dance and Media Studies majors or minors only; not open to students who have delayed grades outstanding. Practical work in media studies, supervised by a faculty member. This course may be repeated for up to 6 credit hours.

MEDIA ST 1500 Entertainment Economics: The Movie Industry: 3 semester hours
Same as ECON 1500. This survey course examines the interrelationships between economics and the movie industry. It explores the impact of economic factors on the production, distribution and exhibition of movies, focusing on the rise and fall of the studio system, role of technological change in the evolution of cinematography and the movie marketplace, financing and market segmentation, globalization and changing industrial structure within which films are produced. To the extent that movies reflect and contribute to popular economic perspectives, this course also evaluates the soundness of the movie industry’s depiction of a variety of economic doctrines. Classes will consist of lecture, discussion, and brief film screenings.

MEDIA ST 2080 Advertising Copywriting: 3 semester hours
Same as ENGL 2080. To give students a hands-on approach for writing advertising material for print and broadcast against tight deadlines in a professional setting.

MEDIA ST 2090 Creative Advertising: 3 semester hours
Prerequisites: MEDIA ST 1100 or consent of instructor. Explores the fundamentals of the creative process by discussing selling messages, marketplace diversity, research, strategy, layouts, and the creative brief. Emphasis on creative campaigns for radio, television, direct marketing, and the Internet.

MEDIA ST 2095 Practicum In Advertising: 1-3 semester hours
Prerequisites: MEDIA ST 2080 and MEDIA ST 2090 or consent of instructor. Open to Theatre, Dance, and Media Studies majors and minors only. Overall GPA of at least 2.0 or better. Not open to students who have any delayed grades outstanding. Practical work in the advertising program, the student newspaper, or an on-campus agency, supervised by a faculty member. This course may be repeated for up to 6 credit hours.

MEDIA ST 2105 Advertising For The Arts: 3 semester hours
Advertising for the Arts examines the theories and design principles needed to produce print and other forms of advertising to stimulate awareness of and community participation in a broad range of arts activities, including, but not limited to music, drama, dance, and the visual arts.

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 nonlinear editing. Lab arranged.

MEDIA ST 2114 Radio Production I: 3 semester hours
Prerequisites: MEDIA ST 1110. Theory and practice in the creation of radio programs. Laboratory experience included.

MEDIA ST 2210 Video Production I: 3 semester hours
Prerequisites: MEDIA ST 2113 or consent of instructor. Study of the basic theories of remote video production. The areas of 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.
Cinema from the 1940s to the present day.

Prerequisites: MEDIA ST 1070 or Consent of Instructor. History of World

MEDIA ST 2272 Contemporary Cinema: 3 semester hours
Prerequisites: MEDIA ST 1070 or Consent of Instructor. History of World Cinema from the 1940s to the present day.

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 2212 Broadcast Writing And Reporting: 3 semester hours
Prerequisites: MEDIA ST 1110 or consent of instructor. Elementary principles and practice of writing for radio and television in varied program formats, emphasis on preparation of written materials for news and public affairs presentation. Lecture and lab.

MEDIA ST 2214 Screenwriting: 3 semester hours
Prerequisites: MEDIA ST 1070 or consent of the department. Writing fiction film narratives with particular emphasis on plot structure, theme, and character development.

MEDIA ST 2220 Promotion Essentials: 3 semester hours
Prerequisites: MEDIA ST 1100 or consent of instructor. Explains the difference between advertising and sales promotion and why companies use sales promotion. Understand how companies utilize the different sales promotion techniques in each medium. Emphasis on the key sales promotion tools used by companies.

MEDIA ST 2222 Convergence and Digital Media: 3 semester hours
The development of new media technologies results in convergence, in which the lines between or among formerly separate media are blurred. Convergence and Digital Media focuses on the emerging media forms which result, including such new options as mobile apps for audio and video, blogs, and social media, as well as new tools for media creation for personal, social, business, and organizational expression. The course will examine emerging media technical options, effective message strategies in the context of emerging media, and basic principles associated with the practical use of tools for the creation of emerging media content. Both a lecture/discussion format and a hands-on project approach will be utilized.

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 2228 Public Relations Writing: 3 semester hours
Prerequisites: ENGL 3140 or equivalent. An introduction to the process of planning, producing, and evaluating written public relations messages. Writing assignments include media releases, letters, memos, position papers, background papers, brochures, and reports and proposals.

MEDIA ST 2235 Media Theory: 3 semester hours
Prerequisite: MEDIA ST 1050. Theory based explanation of the relationship between mass media and society. Topics will include agenda-setting, violence and television, and other current issues from a critical perspective.

MEDIA ST 2271 History Of American Film: 3 semester hours
Prerequisites: MEDIA ST 1070 or consent of the instructor. History of American film from the late nineteenth century to the present.

MEDIA ST 2272 Contemporary Cinema: 3 semester hours
Prerequisites: MEDIA ST 1070 or Consent of Instructor. History of World Cinema from the 1940s to the present day.

MEDIA ST 2273 Survey of Film Genres: 3 semester hours
Prerequisite: MEDIA ST 1060 or MEDIA ST 1070, or consent of instructor. This course explores the historical and aesthetic significance of film varieties. Analysis of genres may include the western, horror, science fiction, musical, detective, war, romantic comedy, and other films by type.

MEDIA ST 2274 African-American Cinema: 3 semester hours
Prerequisites: MEDIA ST 1070 or equivalent. Impact of cinema and the entertainment industry on the social perceptions of African-Americans and on African-American culture. The history of African-American films from Oscar Micheaux in the 1920's through 1970's Blaxploitation to present directors and producers will be examined. African-American experiences and roles in films will also be discussed.

MEDIA ST 2275 Introduction To International Cinema: 3 semester hours
Prerequisites: MEDIA ST 1070 with a grade of C or better. Course provides an understanding of the art and history of international cinema; and helps to better understand film and filmmakers' intentions as well as the culture in which the film was produced. Films from Europe, Asia, South America, Africa and Australia will be examined. The artistic, technical, historical and social significance of these films, as well as their impact upon American cinema, will also be studied.

MEDIA ST 2500 Introduction To Comparative International Media Systems: 3 semester hours
This course introduces students to various media systems and theories around the world. It examines similarities and differences in media history, structures, and regulatory processes of developing countries, focusing on the dominant culture(s) of non-western regions. It also provides a framework for understanding and analyzing the cultural differences among global media systems in Africa, the Middle East, and Asia. In addition, the course examines aboriginal and other development media. The course fulfills the cultural diversity requirement.

MEDIA ST 2510 Fundamentals of Mobile Design: 3 semester hours
Building on core web languages and programming standards, this course introduces central concepts, techniques, methodologies, and best practices in the creation and deployment of mobile websites, applications, and user interface.

MEDIA ST 3025 Current Issues in Advertising: 3 semester hours
Prerequisites: MEDIA ST 1100, junior standing or consent of instructor. Using recent topics in advertising, students will analyze, evaluate, and critique current topics as well as prepare current campaigns for open discussion and presentation.

MEDIA ST 2510 Introduction To Comparative International Media Systems: 3 semester hours
This course introduces students to various media systems and theories around the world. It examines similarities and differences in media history, structures, and regulatory processes of developing countries, focusing on the dominant culture(s) of non-western regions. It also provides a framework for understanding and analyzing the cultural differences among global media systems in Africa, the Middle East, and Asia. In addition, the course examines aboriginal and other development media. The course fulfills the cultural diversity requirement.

MEDIA ST 2510 Fundamentals of Mobile Design: 3 semester hours
Building on core web languages and programming standards, this course introduces central concepts, techniques, methodologies, and best practices in the creation and deployment of mobile websites, applications, and user interface.

MEDIA ST 3025 Current Issues in Advertising: 3 semester hours
Prerequisites: MEDIA ST 1100, junior standing or consent of instructor. Using recent topics in advertising, students will analyze, evaluate, and critique current topics as well as prepare current campaigns for open discussion and presentation.

MEDIA ST 3030 Advertising and Social Media: 3 semester hours
Prerequisite: MEDIA ST 2090. Examination of advertising online with such topics as: social communities, friendvertising, virtual worlds, brand building, media democracy, online opinions, gaming, and how companies can leverage their brand using two-way interaction.

MEDIA ST 3035 Advanced Media Theory: 3 semester hours
Prerequisites: MEDIA ST 2235 or consent of instructor. This course examines major schools, ownership and theorists in mass media fields. The writings of the Frankfurt School, Marshall McLuhan, Ben Bagdikian, and others will be examined.

MEDIA ST 3070 International Cinema: 3 semester hours
Prerequisites: MEDIA ST 1070 and MEDIA ST 2275. Understanding international film, its properties, methods, aesthetics, and its impact on culture and society.
**MEDIA ST 3113 Media Production II: 3 semester hours**  
Prerequisites: 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 3150 Feature Writing: 3 semester hours**  
Same as ENGL 3150. Prerequisites: ENGL 1100 or equivalent. Study of freelance and staff-written magazine or newspaper feature articles. Emphasis on relationship between types of publication and article content, research methods, and writing style. Frequent short assignments - journal entries, interviews, library projects, article critiques, and market reports - lead to production of full-length feature articles. May not be taken on the satisfactory/unsatisfactory option. The course counts toward the English Certificate in Writing.

**MEDIA ST 3180 Reporting: 3 semester hours**  
Same as ENGL 3180. Prerequisites: ENGL 3140 or equivalent. Theory and practice of reporting news for publication in the print media. Includes one classroom session and one field assignment weekly. Must be filed within deadline limit. Writing emphasis is on clarity, conciseness, and accuracy. The course counts toward the English certificate in Writing.

**MEDIA ST 3214 News Writing: 3 semester hours**  
Same as ENGL 3140. Prerequisites: ENGL 1100 or equivalent. An introduction to news writing and reporting. Course covers basic components of news reporting principles, and news writing style and structure. Daily writing assignments include coverage of speeches, meetings and interviews, accidents, deaths, courts, sports, consumer affairs, and government. Emphasis on clarity, accuracy, and speed. The course counts toward the English Certificate in Writing.

**MEDIA ST 3215 Commercial Media Applications: 3 semester hours**  
Prerequisites: MEDIA ST 2210, MEDIA ST 2211; or consent of instructor. An integrated application of audio, video, and digital media production techniques for commercial purposes. Emphasizing a client-centered approach, students gain practical experience in developing media applications that conform to client-defined specifications.

**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 3311 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 3317 Radio And The Recording Industry: 3 semester hours**  
Prerequisite: Junior standing. Historical development and current status of the recording industry, particularly as it interacts with the broadcast industry. Impact of radio and recording technology on the development of rock and other popular music.

**MEDIA ST 3334 Advertising Media Planning: 3 semester hours**  
Prerequisite: MEDIA ST 1050. A hands-on study of how to determine an advertising budget, select media and develop a strategic plan.

**MEDIA ST 3338 Advertising Technique: 3 semester hours**  
Same as MKTG 3738. Prerequisite: MEDIA ST 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 3350 Mass Media History: 3 semester hours**  
Prerequisites: MEDIA ST 1050 or MEDIA ST 1110. Examination of the social, economic, and political factors contributing to the development of American mass media. Emphasis on significant personalities who helped shape its course; analysis of select critical works.

**MEDIA ST 3355 Media Law And Regulation: 3 semester hours**  
Prerequisites: MEDIA ST 1050 or MEDIA ST 1110. Discussion of laws affecting the mass media. Exploration of problems and issues in legal regulation of media content, ownership, access, and accountability. Discussion of 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 multi-media. Designed to foster substantive comprehension of issues raised by transnational media corporations and their impact on other cultures and languages. Details about the BBC, CNN, MTV, Euro Disney, and the internet will be major components of this class.

**MEDIA ST 3357 Media Convergence: 3 semester hours**  
This course will provide students with an overview of how computer technologies, telecommunication networks, and digital media are transforming contemporary culture and everyday life. Through hands-on projects on topics of social relevance, students will explore multiple platforms for reaching a variety of audiences. The course will also deal with policy issues such as regulation and competition.

**MEDIA ST 3362 Storytelling: 1-3 semester hours**  
Prerequisites: Junior standing or consent of instructor. Course gives an overview of the history of storytelling, types of tales, and appropriate uses for storytelling. The primary emphasis of the course is in developing storytelling skills through preparation, performances, and evaluation.

**MEDIA ST 3370 Documentary Film: 3 semester hours**  
Prerequisite: MEDIA ST 1070. Consideration of the history, theory, and criticism of nonfiction film. Screening of representative documentary films.

**MEDIA ST 3380 Feature Film Screenwriting: 3 semester hours**  
This course involves a careful examination and execution of the art and craft of feature film screenwriting from concept through completion and marketing. Students will learn aspects of proper screenplay format, developing dramatic characters, theme, and plot, with emphasis on visual storytelling.

**MEDIA ST 3394 Internship In Journalism: 3-6 semester hours**  
Prerequisites: Senior standing, with at least 12 hours of course work in journalism, masscommunication; an overall GPA of at least 3.0; consent of instructor; open to Media Studies majors only; not open to students who have any delayed grades. Practical work with an off-campus newspaper, magazine, or other news organization, supervised by a journalism professional in consultation with a faculty member. This course may be repeated for up to 6 credit hours.
MEDIA ST 3395 Internship In Advertising: 3-6 semester hours
Prerequisites: Senior standing, with at least 12 hours of course work in advertising; an overall GPA of at least 3.0; consent of instructor; open to Media Studies majors only; not open to students who have any delayed grades. Practical work at an off-campus advertising agency, supervised by a professional in consultation with a faculty member. This course may be repeated for up to 6 credit hours.

MEDIA ST 3396 Internship In Radio: 3-6 semester hours
Prerequisites: Senior standing, with at least 12 hours of course work in radio, broadcasting; an overall GPA of at least 3.0; consent of instructor; open to Media Studies majors only; not open to students who have any delayed grades. Practical work at an off-campus radio station, supervised by a professional in consultation with a faculty member. This course may be repeated for up to 6 credit hours.

MEDIA ST 3397 Internship In Television/Film: 3-6 semester hours
Prerequisites: Senior standing, with at least 12 hours of course work in television, film, video; an overall GPA of at least 3.0; consent of instructor; open to Media Studies majors only; not open to students who have any delayed grades. Practical work at an off-campus television, film or video organization, supervised by a television, film or video professional in consultation with a faculty member. This course may be repeated for up to 6 credit hours.

MEDIA ST 3398 Internship In Media Studies: 3-6 semester hours
Prerequisites: Senior standing, with at least 12 hours of course work in television, film, video, radio, journalism, broadcasting, mass communication; an overall GPA of at least 3.0; consent of instructor; open to Media Studies majors only; not open to students who have any delayed grades. Practical work at an off-campus internship in one of the department's disciplines: advertising, radio, television, film, or journalism. This course may be repeated for up to 6 credit hours.

MEDIA ST 3500 Advanced Advertising Seminar: 3 semester hours
Prerequisites: MEDIA ST 2080, MEDIA ST 2090, and MEDIA ST 3334 or consent of instructor. Students utilize skills learned in copywriting, creative advertising, and media buying and planning. Students are graded on research and customer insights, strategy, messaging and creative media plan, advertising partnerships, and measures of effectiveness. The course final includes preparing a Plan Book for a specific client and presenting at a national competition.

MEDIA ST 3505 Field Experience in Advertising: 3 semester hours
Prerequisites: Junior standing and completion of 3 courses from the Certificate in Advertising or consent of instructor. Through supervised travel, students will examine current ad campaigns, media placement, and effects on consumer purchasing behaviors. They will develop a broad hands-on understanding of the industry while applying principles and practices learned in the classroom. Topics include creativity with visual images and/or photographs, copywriting, accounting planning, account services, and media planning and buying. For field experience, students will visit advertising agencies, businesses that have in-house advertising departments, vendors (such as printers), museums, and other creative venues in St. Louis and/or other cities.

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 4270 Feature Film Writing: 3 semester hours
Prerequisites: MEDIA ST 1070 or consent of instructor. This course will include story conceptualization, development, and drafting a feature film script ready for production. Characterization, dramatic structure, thematic subtext, and visual storytelling will be emphasized.

MEDIA ST 4271 Feature Film Production: 3 semester hours
Prerequisites: MEDIA ST 2210 or consent of Instructor. This course will emphasize production techniques applicable to a wide variety of audio, film, and video-based media. Students will be involved in feature film production assignments on location in addition to regularly scheduled classes.

MEDIA ST 4272 Feature Film Post Production: 3 semester hours
Prerequisites: MEDIA ST 2210 or consent of instructor. This course will provide instruction in editing techniques and motivation, as well as continuity, rhythmic, graphic, and temporal editing principles. Students will work on feature film segments in addition to regularly scheduled classes.

MEDIA ST 4392 Administration Of Co-Curricular Activities: 3 semester hours
Prerequisites: Junior Standing or consent of instructor. A survey of skills required to administer the various co-curricular activities associated with teachers in the secondary schools, such as theatre performances and mass media centers.

MEDIA ST 4400 Senior Project: 3-6 semester hours
Prerequisites: Senior Status, 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.