Media Studies (MDIA)

Courses

MDIA 1130. Writing for Media Audiences. 3 Hours.
For all students with an interest in media, required of Media Studies majors. Survey of media reporting with an emphasis on writing in Associated Press (AP) style. Requires writing media pieces for print, broadcast, and online formats; specialized stories; public relations; and advertising. Includes interviewing, applicable laws, and ethics. Prerequisite: ACT score of 28 or higher; OR ENGL 1010 or ENGL 1010D. FA, SP.

MDIA 1380. Introduction to Television Production. 2 Hours.
For all students with an interest in media, required in the Multi-Media Journalism emphasis for Media Studies Majors. Covers basic tools of television studio production and processes involved in creating a television program, including basic terminology and the duties of studio production technical positions. Corequisite: MDIA 1385. FA, SP.

MDIA 1385. Introduction to Television Production Lab. 1 Hour.
Lab portion of MDIA 1380 (requires 6 lab hours per week). Lab fee required. Corequisite: MDIA 1380. FA, SP.

MDIA 1400. Voice and Diction. 3 Hours.
For students seeking to improve articulation and increase control of the speaking voice, including media, performance, and other majors. Emphasizes skill development, and covers mechanics of speech production, including respiration, phonation, resonation and articulation using the International Phonetic Alphabet. Dual listed with THEA 1113 (students may take only one course for credit). FA.

MDIA 1500. Intro to Mediated Communication. 3 Hours.
For all students with an interest in media, required of Media Studies Majors. Examines the technical aspects of media production. Course includes production of graphics, videos, audio, print media, and other media forms. Students will be prepared with foundational aspects of media theory and production that will be further developed in future courses. FA, SP.

MDIA 1560. Audio Production. 3 Hours.
For Media Studies majors, and other interested students. Develops beginning audio production skills for radio, television, motion picture, and online environments, including generating and editing audio for broadcast stations and new media. Course fee required. FA, SP.

MDIA 1610. News Writing & Reporting. 3 Hours.
Open to all students with an interest in writing for the media. A writing-intensive course, emphasizing aspects of print journalism and teaches students how to gather and report facts for different types of news stories. Prerequisite: MDIA 1130. SP.

MDIA 2010. Media & Society. 3 Hours.
Fulfills General Education Social & Behavioral Sciences requirement. For all students with an interest in media, required of Media Studies Majors. Examines relationships between mass communication and society from a variety of theoretical perspectives and social concerns, including roles and performance of contemporary media content; critical evaluation of the uses and effects of media; how contemporary news, entertainment, and advertising content shared a culture's understanding of women, minorities, children, and other groups; and basic media ethics and laws. FA, SP.

MDIA 2210R. Dixie Sun News Production I. 1-3 Hours.
Open to all students interested in a practicum experience with Dixie Sun News, DSU's student journalism organization, as reporters, photographers, multimedia producers, social media producers, editors and directors. Provides hands-on experience in most facets of journalism, including writing, newspaper layout, photojournalism, videomarketing, social media and advertising. Some evening work reporting or in production may be required. Students work a minimum number of hours based on the credits for which they register: 6 hours per week for 1 credit, 12 hours per week for 2 credits, or 18 hours per week for 3 credits. Variable credit 1.0 - 3.0. Repeatable up to 12 credits subject to graduation restrictions. Course fee required. Prerequisites: MDIA 1130 and instructor permission. FA, SP.

MDIA 2300. Principles of Strategic Communication. 3 Hours.
For all students with an interest in media: required for the Strategic Communication emphasis in Media Studies. A survey of strategic communication for students interested in public relations and advertising. The course focuses on examining the strategic communication industry. Topics of study include the history, functions, theories, and relations to marketing products, ideas, and organizations. It also explores scholarly and professional career options in the strategic communication industry. FA, SP.

MDIA 2370R. TV Production Practicum I. 1-3 Hours.
For Media Studies majors and other students interested in a hands-on experience working with television stations or TV production projects. Includes basic television production skills for news, sports, and other TV content. Students work a minimum number of hours based on the credits for which they register: 6 hours per week for 1 credit, 12 hours per week for 2 credits, or 18 hours per week for 3 credits. Repeatable up to 12 credits subject to graduation restrictions. Course fee required. Prerequisites: MDIA 1380, MDIA 1385, and Instructor permission. FA, SP.

MDIA 2380R. Radio Production Practicum I. 1-3 Hours.
Open to all students as well as Media Studies majors interested in a Practicum Experience on DSU's campus radio station and a variety of other audio formats. Includes FCC regulations. Basic programming skills, news and sports production, music programming, etc. Students work a minimum number of hours based on the credits for which they register: 6 hours per week for 1 credit, 12 hours per week for 2 credits, or 18 hours per week for 3 credits. Variable credit: 1.0 - 3.0. Repeatable up to 12 credits subject to graduation restrictions. Prerequisite: MDIA 1560 (Grade C- or higher), and Instructor permission. FA, SP.
MDIA 2410. Directing for the Camera. 3 Hours.
For Media Studies majors. Introduces techniques in working relationships between actors and motion picture production personnel. Taught in conjunction with THEA 2033 Acting II to facilitate Theatre students learning techniques and method of acting for the camera and Communication students learning motion picture production in order to integrate talents in student motion picture projects involving student actors. Covers directing, blocking for the camera, interpreting dialogue, learning production vermicular and protocols for actors on a motion picture set, and interpersonal skills between talent and technicians. Course fee required. FA.

MDIA 2460. Introduction to New Media Production. 3 Hours.
For all students with an interest in media; required in the Strategic Communication emphasis of Media Studies. Covers theory relevant to structuring content for converged access. Develops desktop video production skills by producing news releases and support material, focusing on acquiring, digitizing, editing, and distributing digital video information. Combined lecture/lab. Course fee required. Prerequisite: MDIA 1500 (Grade C or higher). FA.

MDIA 2630. Storyboarding. 3 Hours.
For students interested in developing storyboard approaches to feature, short and documentary pre-production development. Identification of structural elements inherent in storyboard, distinguishing camera and character movement, using 3-D software for virtual storyboarding pre-visualization, developing illustration skills through hands-on application, and exploring alternative methods of digital motion picture pre-visualization via motion picture artifacts are included. Prerequisite: MDIA 2660 (Grade C- or higher). SP.

MDIA 2800. Special Effects for Motion Pictures. 3 Hours.
For Media Studies majors, Film Production students, and other interested students. Focuses on developing skills in mechanical and atmospheric special effects. Examines the use of special effects in finished projects. Covers the process of budgeting, designing, and production of special effects. Includes hands-on experience with atmospheric effects and equipment operation through individual and group projects. FA.

MDIA 3060. Media Theory. 3 Hours.
Required of Media Studies majors. Media Theory develops awareness, understanding, and application of the complex theories and concepts inherent in the study of media. Focuses on theoretical, conceptual, and applied research and scholarship that investigates ways in which people communicate via media, the consequences of those interactions, and the effects new media technologies have on communication processes. Successful completers will develop an understanding of how various components of communication and media interact, will analyze those interactions to identify ways to become a more effective communicator, and apply theories and concepts to everyday life. Prerequisite: COMM 1050 (Grade C+ or higher). FA, SP.

MDIA 3210R. Dixie Sun News Production II. 1-3 Hours.
Open to all students interested in a practicum experience with Dixie Sun News, DSU’s student journalism organization, as reporters, photographers, multimedia producers, social media producers, editors and directors. Provides hands-on experience in most facets of journalism, including writing, newspaper layout, photojournalism, video journalism, social media and advertising. Some evening work reporting or in production may be required. Students work a minimum number of hours based on the credits for which they register: 6 hours per week for 1 credit, 12 hours per week for 2 credits, or 18 hours per week for 3 credits. Variable credit 1.0 - 3.0. Repeatable up to 12 credits subject to graduation restrictions. Prerequisites: MDIA 2210 and instructor permission. FA, SP.

MDIA 3370R. TV Production Practicum II. 1-3 Hours.
For Media Studies majors and other students interested in a hands-on experience working with any of CMI’s television stations or TV production projects. Includes advanced television production skills for news, sports, and other TV content. Students work a minimum number of hours based on the credits for which they register: 6 hours per week for 1 credit, 12 hours per week for 2 credits, or 18 hours per week for 3 credits. Repeatable up to 12 credits subject to graduation restrictions. Course fee required. Prerequisites: MDIA 1380, MDIA 1385, and Instructor permission. FA, SP.

MDIA 3380R. Radio Production Practicum II. 1-3 Hours.
Open to all students as well as Media Studies majors interested in a practicum experience on DSU’s campus radio station in leadership, production, and managerial functions. Includes instruction in the philosophy of media and sound, the history of radio, and the analysis of the role of radio in society. Students work a minimum number of hours based on the credits for which they register: 6 hours per week for 1 credit, 12 hours per week for 2 credits, or 18 hours per week for 3 credits. Variable credit 1.0 - 3.0. Repeatable up to 12 credits subject to graduation restrictions. Course fee required. Prerequisites: MDIA 2380R AND Instructor permission. FA, SP.

MDIA 3410. Gender in Media. 3 Hours.
Gender in Media explores the relationship among men, women, culture and the media. Includes discussions of representations in media; impact of representations on audiences; stereotypes of gender, race, class, and sexual identity; effects of media on identity construction; and applicable theories. FA.

MDIA 3480. New Social Media. 3 Hours.
For all students with an interest in media, required in the Social Media emphasis in Media Studies. Focuses on how and why social media functions, including monitoring personal social media use; gathering data; and analyzing innovations and platforms and their uses in networking, marketing, and disseminating information. FA.

MDIA 3510. Media Ethics. 3 Hours.
Required for all Media Studies majors. Media Ethics discusses the classical and contemporary theoretical approaches that underlie the application of ethics. Students will use ethical decision-making strategies to analyze cases, develop ethical guidelines for personal and professional behavior, and offer recommendations for ethical communication in the areas of journalism, broadcasting, advertising, public relations and entertainment. FA, SP.

MDIA 3530. Digital Photojournalism. 3 Hours.
For all students with an interest in media, required in the Multi-Media Journalism emphasis for Media Studies. Covers advanced techniques in digital acquisition and manipulation of still images for converged journalism. Covers exposure using digital tools, impacts of the frame in composing for the story, editing for publication, digital darkroom fundamentals, and photojournalism ethics in the digital domain. SP.
MDIA 3560. Visual Communication. 3 Hours.
For all Media Studies majors, required in the Social Media emphasis. An introduction to visual communication as manifested in photography, television, motion pictures, the Internet, and other visual media in order to obtain a basic understanding of the physical and cognitive processes of visual communication, the elements of visual messages, and principles of visual organization that can affect perception, such as Gestalt, framing, vectors, motion, color, and typestyles. Prerequisite: MDIA 1500 (Grade C or higher). FA.

MDIA 3580. Case Studies in Strategic Communication. 3 Hours.
For all Media Studies majors, required in the Strategic Communication emphasis. Challenges students to identify and demonstrate effective strategic communication problem solving strategies. Strategies in a variety of different areas such as media relations, corporate social responsibility, conflict management, activism, entertainment, and consumer, community, and investor relations are addressed. Using case studies, the course presents students with practical problems within the field of strategic communication. Prerequisite: MDIA 1130. FA.

MDIA 3590. Media Management. 3 Hours.
For Media Studies majors, and other interested students. Covers managerial principles affecting media facility operations: fiscal management, regulations, ratings, program decision-making and maximizing human resources in a modern broadcast/telecom environment. Includes basic understanding of the following in a media context: facility management principles, including how convergence is changing the nature of those facilities; accounting principles and fiscal management; the history and present status of media regulation; how ratings and circulation are measured and used; and how programs and other content are selected and used. FA.

MDIA 3610. News & Copy Editing. 3 Hours.
For all Media Studies majors, required in the Multimedia Journalism emphasis. Helps develop good writing and editing skills as they pertain to print/online news writing, including writing headlines and cutlines. Students may also gain copy editing experience by working with the "Dixie Sun" student newspaper. Prerequisite: MDIA 1130. SP.

MDIA 3640. Digital Motion Picture Pre-Production. 3 Hours.
Required of Digital Film Production majors. Focuses on understanding and executing the pre-production motion picture process by developing essential components such as production management, production hierarchy and protocols, personnel organization, scheduling and budgeting, collaborative aspects of production, ethics, and cultural sensitivity in this context. Includes technical writing for production breakdown, and organizing and planning for productions on a variety of levels. Prerequisite: MDIA 2660. SP.

MDIA 3750. Television Post Production. 3 Hours.
Provides students an opportunity to learn the editing process for television-based productions. Students will take live-to-tape and film-style productions and edit them into finished, ready-to-broadcast programs. Basic graphic design and animation are also presented. This course is essential for those students who wish to move on to more advanced topics in television production. Course fee required. Prerequisites: MDIA 1380 and MDIA 1385 and MDIA 1500. SP.

MDIA 4260. Media Law. 3 Hours.
Required of Media Studies majors, and open to other interested students. Addresses legal and ethical considerations for communication practitioners in new media, by exploring the historical and philosophical underpinnings of media law and by reviewing the major cases which have produced current legal standards. Issues include the First Amendment, print and broadcast media regulation, advertising regulation, Internet law, libel, privacy, trespass, royalties, and copyrights. FA, SP.

MDIA 4330. New Media Applications. 3 Hours.
For all Media Studies majors, required in the Multimedia Journalism emphasis. Helps develop good writing and editing skills as they pertain to print/online news writing, including writing headlines and cutlines. Students may also gain copy editing experience by working with the "Dixie Sun" student newspaper. Prerequisite: MDIA 1130. SP.

MDIA 4380. Advanced Television Production. 2 Hours.
For Media Studies majors. Integrates studio, live remote, field, and audio production skills by producing and directing a television program. Prerequisite: MDIA 1380. Corequisite: MDIA 4385. SP.

MDIA 4385. Advanced Television Production Lab. 1 Hour.
Lab portion of MDIA 4380. Lab fee required. Prerequisite: MDIA 1385. Corequisite: MDIA 4380. SP.

MDIA 4440R. Strategic Communication Practicum. 1-3 Hours.
Required for the Strategic Communication emphasis in Media Studies. Open to all students interested in a practicum experience with DSU's strategic communication agency. Provides hands-on experience in most facets of public relations and advertising, including strategic planning, corporate identity and branding, media relations, product launches and event planning, community and government relations, and digital media strategy. Students will conduct market research, develop communication strategies and tactics, create press kits, pitch stories to reporters, generate publicity, develop social networking accounts, and evaluate key messaging for client organizations. Students work a minimum number of hours based on the credits for which they register: 6 hours per week for 1 credit, 12 hours per week for 2 credits, or 18 hours per week for 3 credits. Variable credit 1-3. Repeatable up to 12 credits subject to graduation restrictions. Prerequisites: MDIA 1500 and MDIA 2300 (both Grade C- or higher), and instructor permission. FA, SP.

MDIA 4580. Strategic Communication Campaigns. 3 Hours.
For all Media Studies majors, required in the Strategic Communication emphasis. This course is designed for students to apply strategic communication techniques to campaign development for an actual client. Campaigns will include extensive research, planning, execution, and evaluation elements. Prerequisite: MDIA 2300. SP.

MDIA 4640. Feature Writing. 3 Hours.
For all students with an interest in media writing, required in the Multimedia Journalism and Strategic Communication emphases in Media Studies. Explores styles and topics of nonfiction writing for newspapers, magazines, and websites for the purposes of entertaining, informing, and persuading. Students will read, analyze, research, and write with the aim of being published. Also addresses the magazine industry and freelance writing. Prerequisite: MDIA 1130. FA.
MDIA 4680. Multimedia Journalism. 3 Hours.
For Media Studies majors, required in the Multimedia Journalism emphasis. Provides students with advanced training in all aspects of journalism - reporting, writing, video and audio production, social media and blogging - and how to integrate these skills in the digital environment. Students will produce an online portfolio of work that can be used to secure future employment. Course fee required. Prerequisites: MDIA 1130 and MDIA 1380 and MDIA 1385. SP.

MDIA 4790. Advanced Audio Production. 3 Hours.
Examines real-world sound environments in producing and developing essential design and mixing skills through hands on application of the software and student produced digital media using production techniques in ambient and studio production with specific skills in voice over, Foley, ADR, vocal and musical instrument mixing for live and studio environments, and addressing the theory and application for digital media/cinematic audio design, live/stage production, and studio recording, using Adobe Audition, Pro Tools and Ableton Live. Prerequisite: MDIA 1500 (Grade C or higher) and MDIA 1560 (Grade C or higher). SP.

MDIA 4890R. Directed Study. 1-3 Hours.
For individual Media Studies majors with advanced standing who wish to pursue a specific focus of study related to their degree emphasis and/or research interest not otherwise available in the current Media Studies curriculum. Students are closely supervised by appropriate faculty in the design and successful completion of the course. The course is dependent upon a formal contractual arrangement with the faculty member that is submitted at the beginning of the semester in which coursework is undertaken, and is contingent upon the Department Chair's approval. Students meet with the faculty mentor each week and provide progress reports for feedback. Students are required meet the college requirement of 45 hours of work per credit. Variable credit 1.0-3.0. Repeatable up to 3 credits. Prerequisite: Media Studies major and Instructor permission. FA, SP.

MDIA 4900R. Media Studies Internship. 3 Hours.
Required of all media majors. Designed to integrate students into professional media environments to increase competencies and initiate networking. Potential environments include broadcast and, corporate and business communication, public relations, journalism, etc. Prerequisite: Instructor permission. FA, SP, SU.

MDIA 4920R. DOCUTAH: Dimensions of Documentary Film. 1 Hour.
Open to all students. Explores the theoretical and conceptual communication foundations of documentary film, as well as the sources, types, technology, and outcomes of this film genre from the learner's perspective. Designed to create participatory, active learning in seminars with documentary filmmakers and discussions after film viewings. Repeatable up to 4 credits subject to graduation requirements. FA.

MDIA 4990R. Seminar in Media Studies. 0.5-3 Hours.
For students wishing instruction that is not available through other regularly scheduled courses in this discipline. Occasionally, either students request some type of non-traditional instruction, or an unanticipated opportunity for instruction presents itself. This seminar course provides a variable credit context for these purposes. As requirements, this seminar course must first be pre-approved by the department chair; second, it must provide at least nine contact hours of lab or lecture for each credit offered; and third, it must include some academic project or paper (i.e., credit is not given for attendance alone). This course may include standard lectures, travel and field trips, guest speakers, laboratory exercises, or other nontraditional instruction methods. Note that this course is a program elective and does not fulfill general education requirements. Fees may be required for some seminar courses, and instructor permission will be optional at the request of the instructor. FA, SP.

MDIA 4991. Seminar in Media Studies. 0.5-3 Hours.
For students wishing instruction that is not available through other regularly scheduled courses in this discipline. Occasionally, either students request some type of non-traditional instruction, or an unanticipated opportunity for instruction presents itself. This seminar course provides a variable credit context for these purposes. As requirements, this seminar course must first be pre-approved by the department chair; second, it must provide at least nine contact hours of lab or lecture for each credit offered; and third, it must include some academic project or paper (i.e., credit is not given for attendance alone). This course may include standard lectures, travel and field trips, guest speakers, laboratory exercises, or other nontraditional instruction methods. Note that this course is a program elective and does not fulfill general education requirements. Fees may be required for some seminar courses, and instructor permission will be optional at the request of the instructor. FA, SP.

MDIA 4992. Seminar in Media Studies. 0.5-3 Hours.
For students wishing instruction that is not available through other regularly scheduled courses in this discipline. Occasionally, either students request some type of non-traditional instruction, or an unanticipated opportunity for instruction presents itself. This seminar course provides a variable credit context for these purposes. As requirements, this seminar course must first be pre-approved by the department chair; second, it must provide at least nine contact hours of lab or lecture for each credit offered; and third, it must include some academic project or paper (i.e., credit is not given for attendance alone). This course may include standard lectures, travel and field trips, guest speakers, laboratory exercises, or other nontraditional instruction methods. Note that this course is a program elective and does not fulfill general education requirements. Fees may be required for some seminar courses, and instructor permission will be optional at the request of the instructor. FA, SP.