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 Media Studies majors, but open to all students interested in television production. 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, resonance 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.
Introduction to structure, operation, diversity, and effects of media. Discusses the different forms of media, including newspapers, magazines, radio, television, computer networks, and motion pictures. Emphasizes developing and defending value judgments about media content and style and the societal relevance of mass media. FA, SP.

MDIA 1560. Audio and Radio. 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 print 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 2120R. 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, videojournalism, 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 2210R. 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, videojournalism, 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.
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 Media Studies majors and other interested students. 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. FA.

MDIA 2600. Beginning Screenwriting. 3 Hours.
For Media Studies majors with the objective of introducing and developing screenwriting approaches to narrative film production. Skills developed in this workshop class include competency in industry-standard screenplay format, identification of structural elements inherent in narrative film, distinguishing how character functions within plot, articulating plot points and transitions, and exploring effective avenues of research for development. Course fee required. Prerequisite: ACT score of 28 or higher; OR ENGL 1010 or ENGL 1010D. 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 storyboarding, 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 2660. Introduction to Digital Motion Picture Production. 3 Hours.
Required of Digital Film Production majors, and open to Media Studies majors interested in applications of digital motion picture production, including commercial, corporate, Internet, and documentary and feature production. Covers commercial, corporate, Internet, documentary and feature production; critical analysis of effects, and technical and ethical aspects of composing. FA.

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.
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 3220. Art Direction/Set Construction. 3 Hours.
For Media Studies majors, Film Production students, and other interested students. Focuses on giving the student working knowledge about the design of sets and modifying existing locations for motion picture work. Teaches skills in budgeting, design, and construction of sets. Includes individual and group projects. SP.

MDIA 3240. Lighting/Grip for Motion Pictures. 3 Hours.
Recommended for students in Motion Picture emphasis. Focuses on lighting techniques and operation of equipment, including power balance and distribution. Covers setting up of camera platforms, dolly track, and operation of camera dollies. Teaches techniques of erecting truss systems, green screens, and set blackout. Skills are developed through hands-on experience in individual and group projects. FA.

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 3420. Production Design for Motion Pictures. 3 Hours.
For Media Studies majors, Film Production students, and other interested students. Designed to teach the skills necessary to become a production designer by focusing on script breakdown and setting the color palette and overall look of a film production, including the design of the sets. Covers how to integrate existing locations as sets in the overall design of a film. Includes examination of film selections to compare film design types and special features. Includes individual projects. SP.

MDIA 3480. New Social Media. 3 Hours.
For Media Studies majors and other interested students. 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.
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 Media Studies majors, and other interested students. 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 3540. Visual Communication. 3 Hours.
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. FA.

MDIA 3550. Case Studies in Strategic Communication. 3 Hours.
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 3560. Visual Communication. 3 Hours.
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. FA.

MDIA 3580. 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 3610. News & Copy Editing. 3 Hours.
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 3620. Advanced Screenwriting. 3 Hours.
Designed for Media Studies majors with the objective of practicing and reinforcing screenwriting approaches to narrative film production, this course is taught in a workshop format. Having already achieved competency in industry standard screenplay format, students will develop and reinforce their use of the structural elements, characterization, and research methods required for successful narrative screenwriting. Prerequisite: MDIA 2600. 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 3660. Digital Motion Picture Production. 2 Hours.
Required of Digital Film Production majors. Focuses on developing theory-based skills in single-camera production protocols, pre-visualization, the camera, shooting, sound, lighting and exposure. Specific skills include cinematography, location audio acquisition, and location and set lighting. Prerequisite: MDIA 2660. Corequisite: MDIA 3665. FA.

MDIA 3665. Digital Motion Picture Production Lab. 1 Hour.
Lab portion of MDIA 3660. Corequisite: MDIA 3660. FA.

MDIA 3680. Digital Motion Picture Post-Production. 2 Hours.
Required of Digital Film Production majors. Focuses on developing theory-based skills in post-production, including editing protocols such as line producing, footage and logging reports, digitizing, editing methodology and approaches, Foley and post audio production, non-linear editing on Final Cut Pro, post management, shot logging, editing aesthetics, and developing transitions. Prerequisite: MDIA 2660. Corequisite: MDIA 3685. SP.

MDIA 3685. Digital Motion Picture Post-Production Lab. 1 Hour.
Lab portion of MDIA 3680. Lab fee required. Corequisite: MDIA 3680. 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. SP.

MDIA 4100. Documentary Production. 2 Hours.
For Media Studies majors. Integrates skills in writing, videography, visual storytelling, and editing by conceptualizing, planning, and executing a documentary to completion. Prerequisite: MDIA 2660. Corequisite: MDIA 4105. SP.

MDIA 4105. Documentary Production Lab. 1 Hour.
Lab portion of MDIA 4100. Lab fee required. Corequisite: MDIA 4100. 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 Media Studies majors, and other interested students. Surveys new developments and applications in converged media, including seeking, using, and evaluating developing technologies focused on communicating, entertaining, and informing, as well as the impact on publishing and broadcasting. 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.
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 2300 (Grade C- or higher), and instructor permission. FA, SP.

MDIA 4580. Strategic Communication Campaigns. 3 Hours.
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 students with an interest in media writing. 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. 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 4700. Advanced Digital Film Production. 2 Hours.
Required of Digital Film Production majors. Participants produce student projects in documentary, short motion picture, and commercial media and then post their projects to motion picture festivals and contests and complete their portfolios and production reels. Focuses on developing skills in directing, production protocol, location and unit production management, and script supervision with advanced skills in the production departments of camera, sound, and grip/electric. Prerequisite: MDIA 3660. Corequisite: MDIA 4705. FA.

MDIA 4705. Advanced Digital Motion Picture Production Lab. 1 Hour.
Lab portion of MDIA 4700. Lab fee required. Prerequisite: MDIA 3665. Corequisite: MDIA 4700. SP.

MDIA 4790. Advanced Audio Production. 3 Hours.
Required of Digital Film Production majors. 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 Foley, ADR, mixing and re-mixing, looping, sweetening, and addressing the theory and application of cinematic audio design using Adobe Audition, Final Cut Pro, and Pro Tools. Prerequisite: MDIA 1560. SP.

MDIA 4800. Advanced Digital Film Post-Production. 2 Hours.
Required of Digital Film Production majors. Post-production skills are developed hands-on, integrating audio design, sweetening, and composited sequences by using non-linear editing protocols for Final Cut Pro and Adobe Premier. Prerequisite: MDIA 3680. Corequisite: MDIA 4805. SP.

MDIA 4805. Advanced Digital Film Post-Production Lab. 1 Hour.
Lab portion of MDIA 4800. Lab fee required. Prerequisite: MDIA 3685. Corequisite: MDIA 4800. 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 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.
Examines the relationship between psycho-social factors and health and provides a broad overview using the basic concepts, theories, methods, and applications of health psychology. Course will critically examine state-of-the-art research as well as current gaps in knowledge to explore topics including: definitions and vice-versa, patient-practitioner relations, and health promotion. Emphasis will be placed on the ways psychological factors interact with the social, cultural, economic, and environmental contexts of health. FA, SP.