

Media Studies

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Program Description

The Department of Media Studies examines, studies, and critiques the most prevalent form of communication in our world. Students receive training in journalism, social and new media, digital motion picture production, and television and radio production. Courses in the department guide students in media theory and ethics and the use of media to promote effective message distribution to a multicultural audience. Students learn to plan, produce, and interpret mediated messages through a program that focuses on practical experience.

Practical Instruction

The Media Studies Department provides hands-on opportunities in mediated communication. These practicum opportunities include Dixie Sun News, a student-produced newspaper, website, and TV broadcast; 91.3 “The Storm” and KXDS radio stations; the Community Education Channel, a local television station; DOCUTAH, an annual international documentary film festival; and DSU Films, an organization that produces a variety of film projects. The department allows students to graduate with a bachelor’s degree and a polished portfolio of achievements.

What is the Study of Media?

The study of Media explores how people use messages to generate meanings within and across various contexts, cultures, and channels. The field promotes the effective and ethical practice of mediated interaction. Media Studies students are usually those who are creative, intelligent, and highly motivated. Media Studies majors receive the preparation and hands-on training required for lifelong careers in one of hundreds of desirable jobs that shape the nation’s culture. There are three Media Studies degree options at DSU:

Film Production

Digital motion pictures are a specialized field within mediated communication. The digital motion picture emphasis provides students with hands-on opportunities in pre-production, production, and post-production—introductory and advanced. This emphasis is enhanced by multifaceted work in mediated communication.

Multimedia Journalism

The world of journalism is evolving with the advent of newer forms of media distribution, yet the need for professionally produced journalism in an ever-changing world remains strong. The multimedia journalism emphasis focuses on the need for “real” journalism to inform the citizenry of current events.

Social Media

To most, the notion of social media is relatively new, but social networks have existed for many, many years. Social media is used for all forms of media messages: to inform, persuade, and entertain. The social media emphasis provides students an opportunity to hone their seemingly innate skills to focus attention on the most important aspect of social media: the message.

Course Prefixes

- COMM, MDIA

Degrees & Certificates

- Bachelor of Science in Media Studies (catalog.dixie.edu/programs/mediastudies/bachelor_of_science_in_media_studies)
- Bachelor of Science in Media Studies - Broadcasting Emphasis (catalog.dixie.edu/programs/mediastudies/bachelor_of_science_in_media_studies_broadcasting_emphasis)
- Bachelor of Science in Media Studies - Digital Film Production Emphasis (catalog.dixie.edu/programs/mediastudies/bachelor_of_science_in_media_studies_digital_film_production_emphasis)
- Bachelor of Science in Media Studies - Multimedia Journalism Emphasis (catalog.dixie.edu/programs/mediastudies/bachelor_of_science_in_media_studies_multimedia_journalism_emphasis)
- Bachelor of Science in Media Studies - Social Media Emphasis (catalog.dixie.edu/programs/mediastudies/bachelor_of_science_in_media_studies_social_media_emphasis)
- Bachelor of Science in Media Studies - Strategic Communication Emphasis (catalog.dixie.edu/programs/mediastudies/bachelor_of_science_in_media_studies_strategic_communication_emphasis)
- Bachelor of Arts/Science in Integrated Studies - Digital Film Production Emphasis (catalog.dixie.edu/programs/interdisciplinaryartsandsciences/bachelor_of_science_bachelor_of_arts_in_integrated_studies_digital_film_emphasis)
- Bachelor of Arts/Science in Integrated Studies - Media Studies Emphasis (catalog.dixie.edu/programs/interdisciplinaryartsandsciences/bachelor_of_science_bachelor_of_arts_in_integrated_studies_media_studies_emphasis)
- Minor in Media Studies (catalog.dixie.edu/programs/mediastudies/minor_in_media_studies)
- Media Production Certificate (catalog.dixie.edu/programs/business/media_production_certificate)
- Multimedia Journalism Certificate (catalog.dixie.edu/programs/mediastudies/multimedia_journalism_certificate)
- Social Media Certificate (catalog.dixie.edu/programs/mediastudies/social_media_certificate)
- Strategic Communication Certificate (catalog.dixie.edu/programs/mediastudies/strategic_communication_certificate)

Admission Requirements

Students must be admitted to Dixie State University including submitting previous college transcripts to the Registrar's Office before they will be considered for admission to the Media Studies program. Departmental approval is required prior to formally declaring media studies as a major. Students are admitted to the Media Studies baccalaureate program upon completion of the following admission requirements:

1. Cumulative GPA of 2.5 (C+) or higher
2. Completion of a Media Studies Program admission application
3. Consultation with a Media Studies Advisor

Students may self-declare "pre-Media Studies" as their major before completing the consultation with a Media Studies Advisor.

Advisement

Students will consult with the Media Studies Department advisor who will review the student's current academic status, explain degree requirements, and assist in creating a degree completion plan. Students must submit a program admission application with their advisor to declare a major. Upon nearing degree completion, the student must again meet with the advisor to go over the graduation checklist and sign the graduation audit. Advisors provide an important resource in helping to stay on track toward academic goals throughout the Media Studies course of study.

Academic Requirements

To remain in the Media Studies baccalaureate program, students must maintain an overall GPA of 2.5 (C+) or higher. Students are also required to achieve not less than a C+ in each lower- and upper-division core media studies class. If a student does not achieve this level in any core class, s/he will be required to take it again until the standard is met.

Multimedia Journalism Career Information

Career Strategies

In addition to the required coursework, students can do the following to enhance their career opportunities:

- Gain relevant experience through internships or related part-time employment provided through Dixie Sun News, Dixie State University's on campus news publication
- Network with individuals currently working in your field of interest
- Develop strong writing skills

Career Opportunities *

Multimedia Journalism graduates are high in demand in many industries because students leave the degree with the ability to write well, think critically, and work well individually & in teams with a multimedia edge. A brief sampling of possible careers includes:

- Public Relations
- Media Manager
- Market Research
- Photographer
- Photojournalist
- Radio/TV announcer
- Copywriter

Job Outlook *

Employment in multimedia journalism and related occupations is expected to increase by as much as 15% over the next decade.

Salary Range *

Earning potential varies by industry and position. For salary information by occupation, visit the Occupational Outlook Handbook on the Bureau of Labor Statistics website.

Social Media Career Information

Career Strategies

In addition to the required coursework, students can do the following to enhance their career opportunities:

- Gain relevant experience through internships or related part-time employment provided through the Community Education Channel or Dixie's radio stations on campus
- Network with individuals currently working in your field of interest
- Develop strong computer application skills

Career Opportunities *

Social Media graduates are high in demand in most industries because students leave the degree with the ability to provide meaningful marketing and promotional opportunities for individuals and businesses. A brief sampling of possible careers includes:

- Public Relations
- Marketing Managers
- Social Media Correspondents
- Promotions Managers

Job Outlook *

Employment in social media occupations is expected to increase by 12% over the next decade.

Salary Range *

Earning potential varies by industry and position. For salary information by occupation, visit the Occupational Outlook Handbook on the Bureau of Labor Statistics website.

Communication Courses

COMM 1001. FYE: Communication. 1 Hour.

A First Year Experience seminar designed to help students majoring in Communication and Media Studies adapt to college life and become integrated into Dixie State University and the Communication department. Students will refine academic skills, create and foster social networks, learn about college resources, explore different options available within the departments, and learn about career opportunities in our degree programs. Multiple listed with all other sections of First Year Experience (all 1001 courses, ENGR 1000). Students may only take one FYE course for credit. FA.

COMM 1010. Elements of Effective Communication. 3 Hours.

Introduction to the theory and practice of communicating in interpersonal, small group, organizational, and public presentation settings. Includes essential theories through practical experience, including language use, nonverbal communication, organizational structure and practices, persuasion, and public speaking. FA, SP, SU.

COMM 1020. Public Speaking. 3 Hours.

For Communication Studies majors. For any student with an interest in improving public speaking skills by preparing, outlining, and presenting various types of speeches, including introductory, informational, persuasive, and others. Successful completers will be able to present an organized, well prepared speech. FA, SP, SU.

COMM 1050. Introduction to Communication Theory. 3 Hours.

Fulfills General Education Social & Behavioral Sciences requirement. Required of all Communication and Media Studies majors. Survey of basic issues, theories, and perspectives in the study of communication, including knowledge of the various contexts of human communication and how they differ from each other. Successful completers develop critical thinking and analytical skills; improve listening and observational skills; increase problem solving capabilities; gain insight into their own paradigms and the paradigms of others; and learn how to communicate effectively with others of varying beliefs and values in a variety of contexts. FA, SP.

COMM 1270. Critical Thinking and Communicating. 3 Hours.

Required for all Communication Studies majors, and is open to other interested students. The goal of this course is to examine fundamental elements of reasoning, apply intellectual standards, and develop intellectual traits. An important focus is given to the elements of thought that help us open other systems of thinking in other disciplines. How we think and respond to a variety of issues and situations is essential in problem solving, effective interpersonal communication building, engaging productively in our communities and civic life. FA, SP, SU.

COMM 2020R. Forensics Institute. 3 Hours.

For students enrolled in the Sun Country Forensics Institute summer workshop seeking to enhance their Policy, Lincoln-Douglas, and/or individual event debate knowledge and skills. Repeatable up to 6 credits subject to graduation restrictions. SU.

COMM 2110. Interpersonal Communication. 3 Hours.

Fulfills General Education Social & Behavioral Sciences requirement. Required of all Communication Studies majors. Focuses on communication skills in a wide range of interpersonal areas appropriate to business or personal relationships, and involving initiating, developing, maintaining, and controlling the deterioration of relationships, with emphasis on listening, assertiveness, supportive climates, conflict, power management, and disclosure. Introduces the special needs of intercultural communication, and prepares students to effectively express ideas in one-to-one settings. FA, SP, SU.

COMM 2120. Small Group Communication. 3 Hours.

Required for all Communication Studies majors, but open to all students interested in small group communication in familial, work, social, religious, civic, or educational environments. Covers the formal and unspoken rules of conduct, roles, and expectations of performance unique to each group, as well as how to function productively in small group settings. Reviews criteria for effective group decision making. FA, SP.

COMM 2700. Voice and Civility in Public Discourse. 3 Hours.

For Communication Studies majors. Being two-part in purpose, this course first surveys theoretical frameworks for examining public discourse through lenses that identify the mass communication appeals used in democratic societies and capitalistic markets. Second, with the purpose of students developing their own civil voice as citizen-consumers through adopting a critical eye on public discourse, the course also utilizes a case study approach to understanding the rhetorical appeals in free speech, social movements, mass media, the news industry, advertising, art, entertainment, and popular culture. FA, SP.

COMM 2710. Communication Principles of Mentorship. 2 Hours.

For Communication Studies majors, and required in the Applied Leadership emphasis. Explores the role of communication in mentoring relationships to prepare students for mentoring roles. Applies practice and theory from a variety of core communication courses. Through experiential learning, students will employ mentoring skills and discover best practices for successful mentoring relationships. Further, students will identify how mentorship skills facilitates leadership skills relating to presentation, nonverbal communication, collaboration and persuasive strategies. FA, SP.

COMM 3010. Nonverbal Communication. 3 Hours.

For Communication Studies majors and other students interested in the role behavior plays in the development and delivery of effective communicative acts and its consequences in an effort to increase students' behavior-related skills and applications in social contexts. Prerequisite: COMM 2110. FA.

COMM 3060. Communication Theory. 3 Hours.

For Communication Studies majors. Develops awareness, understanding, and application of the complex theories and concepts inherent in the study of Communication. Focuses on theoretical, conceptual, and applied research and scholarship that investigates ways in which people communicate, the consequences of those interactions, and the application of those theories and concepts to everyday life. Prerequisite: COMM 1050. FA, SP.

COMM 3120. Family Communication. 3 Hours.

For Communication Studies majors, and other interested students. Study of the complexities and influences of the family structure as representative of culture, including communication structure, interaction patterns, parenthood, abuse, conflict, family goals of finance and education, and dealing with rapid changes in restructuring due to people both entering and leaving the family unit, from the first meeting of partners to the final stages of life. Prerequisite: COMM 2110. FA.

COMM 3130. Rhetoric and Public Communication. 3 Hours.

For Communication Studies majors. This course is designed to give students an understanding of the role of communication at the foundation of democracy and its role in cultures' oratorical traditions, storytelling, and mass culture. Specific focus is given to speech during periods of history that led philosophers to conceptualize the art of effective communication. Students are introduced to classical and modern theories as well as contemporary theories of power and justice.

COMM 3150. Lying & Deception. 3 Hours.

For Communication Studies majors, and other interested students. Addresses what research identifies as an increase in deception in all aspects of human affairs. Students will identify the differences between whole truths, half-truths, expedient momentary acts of deception, and how these acts inform culture, while exploring the consequences of deception in human affairs and the ethical violations that accompany these acts. Prerequisite: COMM 2110. FA.

COMM 3180. Provider & Patient Relations. 3 Hours.

For Communications Studies majors, and required in the Health Communication emphasis. Open to all majors preparing for health and wellness careers. An examination of effective theories, frameworks, techniques and interventions used to develop effective communication between health and wellness providers and their patients. FA.

COMM 3190. Intercultural Communication. 3 Hours.

Global and Cultural Perspectives course. Required of Human Communication majors, and open to other interested students. Designed to develop cross-cultural, global understanding, and sensitivity. Focuses on theoretical and conceptual immersion in extant cross-cultural research and scholarship. Includes in various forms and formats of media, culturally sensitive audience analysis, increased diversity sensitivity and understanding, as well as design and delivery of messages that are culturally sensitive via new media technologies. Prerequisite: COMM 2110. FA, SP.

COMM 3200. Community Health Communication. 3 Hours.

For Communication Studies majors, and required in the Health Communication emphasis. Open to all majors preparing for health and wellness careers. An examination of effective theories, frameworks, and data used to develop effective community health communication strategies. FA, SP.

COMM 3230. Health Communication. 3 Hours.

For Communication Studies majors, and required in the Health Communication emphasis. For healthcare practitioners, and for practitioners-in-training. A course to strengthen communication skills associated with overall success of the practitioner-patient interface. The communicative disconnect between healthcare practitioners and their patients has led to misunderstandings about health care and its applications that may impact patients' actual and perceived well-being. Research suggests that effective communication interactions between practitioners and patients can lead to more pro-active and involved patients, higher patient satisfaction, shorter administration of health care routines, and fewer medical malpractice lawsuits. Dual listed with HLOC 3230 (students may take only one course for credit). FA, SP.

COMM 3330. Negotiations & Bargaining. 3 Hours.

For Communication Studies majors, and required in the Applied Leadership emphasis. Also for other interested students. Explores the processes and outcomes of negotiation and bargaining principles, theories, and related concepts by engaging in experiential opportunities where they apply those principles and gain skills in negotiation and bargaining in current social and professional settings. Includes professional guest speakers. Prerequisite: COMM 1270. SP.

COMM 3350. Interviewing. 3 Hours.

For Communication Studies majors, and other interested students. Focuses upon dyadic communication conducted specifically for gathering information and seeking entrance into closed workplace, clubs, social, educational, or recreational groups. SP.

COMM 3400. Gender Communication. 3 Hours.

For Communication Studies majors, and other interested students. Studies the verbal and nonverbal interactions between men and women to encourage the development of communication skills between genders so that interpersonal and professional interactions are more successful and effective. Prerequisite: COMM 2110. FA, SP.

COMM 3460. Content & Rhetorical Analysis. 3 Hours.

For Communication Studies majors. Designed to enable students to be responsible consumers of public messages through introduction of the criticism of communication messages and media. Students will be introduced to the analysis of public address advertising, television, film, and literature as sites for critique. Introduces students to a range of methodological approaches to analyzing messages in linguistic and critical traditions.

COMM 3510. Ethics in Communication. 3 Hours.

Required of all Communication Studies majors, and open to other interested students. Requires students to become well-informed about communication strategies and skills that will develop an ethical sensitivity applicable to all walks of life through an intensive examination and evaluation of how well or how poorly ethical standards are formed, articulated, applied, and defended. Prerequisite: COMM 1010 OR COMM 2110. FA, SP.

COMM 3550. Theoretical Perspectives of Organizational Communication. 3 Hours.

For Communication Studies majors, and other interested students. Examines organizational communication theories and concepts in detail, particularly with a view toward modern applications within a range of current professional settings in order to advance students' abilities to apply appropriate theories and concepts in analyses of organizations, human behavior, organizational policies, and their consequences. Prerequisite: COMM 1050.

COMM 3850. Organizational Communication and System Dynamics. 3 Hours.

For Communication Studies majors, and required in the Applied Leadership emphasis. Focuses on complex processes inherent in organizations, including theoretical, conceptual, and applied research and scholarship that reviews why organizations succeed and why they fail, especially how organizations come to be, analysis of organizations to identify strengths and weaknesses, identification of successful personal roles. Offers insights into organizational structure and cross-communicative patterns within organizations as well as an understanding of organizations from a Systems Dynamics perspective. FA, SP.

COMM 3990. Seminar in Communication. 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 an elective and does not fulfill general education or program requirements. Fees may be required for some seminar courses and instructor permission will be optional at the request of the instructor.

COMM 4010. Persuasion. 3 Hours.

For Communication Studies majors, and required in the Health Communication emphasis. Also open to other interested students. Develops awareness, understanding, and application of critical thinking and persuasive message design to achieve intended persuasive effects on specific audiences by focusing on rhetorical, conceptual, and applied research and scholarship that tracks both traditional as well as modern persuasive processes in both oral and written persuasive messages. Critical thinking skills are developed through analysis of audiences and positional arguments and their rhetorical construction. Prerequisite: COMM 1270. FA, SP.

COMM 4020. Integrated Oral Presentations. 3 Hours.

For Communication Studies majors, and other interested students. Develops theory-based skills integrating public speaking with technology by expanding presentational skills and message impact through production and incorporation of electronic images. Successful completers will understand integrated delivery strategies and develop a technological foundation to support this sophisticated form of public speaking. Prerequisite: COMM 1020. FA.

COMM 4030. Applied Organizational Communication Research. 3 Hours.

For Communication Studies majors. Examines modern research initiatives in organizational communication theories and concepts in detail, particularly with a view toward modern applications within a range of current professional settings. Students will design and implement original research emerging from case study. Successful completers will increase their abilities to apply appropriate theories and concepts in analyses of organizations, human behavior, organizational policies and their consequences. Prerequisite: COMM 4450.

COMM 4050. Leadership and High Performance Teams. 3 Hours.

For Communication Studies majors, and required in the Applied Leadership emphasis. Open to other interested students. Emphasizes development of teamwork and the principles of high performance teams, including conceptualization and practice of the many types of leadership and their effective applications. Successful completers will increase skills and understanding of group processes and leadership dynamics within groups. Prerequisite: COMM 2120. SP.

COMM 4450. Communication Research. 3 Hours.

For Communication & Media Studies majors. Focuses on Communication-specific quantitative, qualitative, and critical research methodologies through a process of Communication research design and analysis. Prerequisite: COMM 3060 or MDIA 3060 (can be concurrently enrolled). FA, SP.

COMM 4490. Communication and Contemporary Public Issues. 3 Hours.

For Communication Studies majors. An analysis of public issues that currently dominate communication including the impact of technology, philosophy, and ideas requiring application of rhetorical principles for more effective communication. Prerequisite: Junior or Senior standing.

COMM 4500. Human Communication and Conflict. 3 Hours.

For Communication Studies majors, and required in the Applied Leadership emphasis. Explores the theoretical and conceptual foundations of conflict, primarily at the interpersonal, dyadic level, as well as the sources, types, and outcomes of their application. Successful completers will demonstrate an increase in source of conflict awareness and skill development in resolution techniques, as well as being able to apply this awareness and skill to their personal relationships with others. Prerequisite: COMM 1270. SP.

COMM 4890R. Directed Study. 1-3 Hours.

For Communication 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 Communication 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 9 credits. Prerequisites: Communication major, and Instructor permission. FA, SP.

COMM 4900R. Communication Internship. 3 Hours.

Required for all Communication Studies & Media Studies majors. Designed to integrate students into professional communication environments to increase competencies and initiate networking. Potential environments include broadcast and feature motion picture production, corporate and business communication, public relations, journalism, etc. Repeatable up to 6 credits subject to graduation restrictions. Prerequisite: Instructor permission. FA, SP, SU.

COMM 4980. Senior Seminar. 4 Hours.

Required for all Communication Studies & Media Studies majors. Students complete a culminating scholarly project (research, production, etc.) to allow students to demonstrate competency in, and application of, communication knowledge and skills. Through the Capstone Project students will demonstrate the achievement of the Communication Department Learning Objectives. Students will work with an instructor to complete appropriate documentation of the project (for example, paper, peer reviewed presentation, public editorial approval, etc.). Prerequisite: COMM 4450 or Instructor permission. FA, SP, SU.

COMM 4990. Seminar in Communication. 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 an elective and does not fulfill general education or program requirements. Fees may be required for some seminar courses and instructor permission will be optional at the request of the instructor.

Media Studies 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, 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.

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, 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.

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 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 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 students with an interest in media, required in the Social Media emphasis of Media Studies. 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.

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.