Media Studies (MDIA)

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. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Identify and apply writing style differences among print, digital and broadcast media. 2. Develop articles in inverted pyramid and feature styles, including effective leads. 3. Compose effective content for multiple media. 4. Apply knowledge of AP Style. 5. Develop proficiency in editing for grammar, vocabulary and spelling errors. 6. Compare and contrast media jobs. 7. Identify legal and ethical issues in media. 8. Demonstrate the ability to meet and manage deadlines. Prerequisites: ACT score of 28 or higher; OR ENGL 1010 or ENGL 1010D. FA, SP.

MDIA 1380. Introduction to Video Production. 2 Hours.
For Media Studies majors and other students interested in TV/video production; fulfills Multi-Media Journalism and Media Production emphases requirements. Provides an introduction to live media production through basic television and video theories and studio exercises. Students will become familiar with the processes and terminology involved in creating a completed television/video program. Students will learn about, and practice on, various pieces of production equipment in a video studio, and have opportunities to learn and practice the skills of each of the technical positions. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Explain the basic terminology and concepts of television production. 2. Explain and apply the theories of television production to the interplay of visual and auditory elements within the television studio. 3. Apply basic skills in the operation of the various instruments within the television studio, including cameras, lights, scenery, microphones, switchers, and audio boards. Apply skills in the various production positions such as producer, director, assistant director, camera operator, floor manager, and audio engineer. 5. Apply skills in the processes of studio production, including pre-production, production, and post production. Corequisites: MDIA 1385. FA, SP.

MDIA 1385. Introduction to Video Production Lab. 1 Hour.
Lab portion of MDIA 1380. For Media Studies majors and other students interested in a hands-on experience working on TV Production projects with the Community Education Channel, DSU's on-campus TV station (requires 2-6 lab hours per week). **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Explain the basic terminology and concepts of television production. 2. Explain and apply the theories of television production to the interplay of visual and auditory elements within the television studio. 3. Apply basic skills in the operation of the various instruments within the television studio, including cameras, lights, scenery, microphones, switchers, and audio boards. 4. Apply skills in the various production positions such as producer, director, assistant director, camera operator, floor manager, and audio engineer. 5. Apply skills in the processes of studio production, including pre-production, production, and post production. Corequisites: MDIA 1380. FA, SP.

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. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Analyze the history, issues, and trends surrounding different aspects of mass communication through readings, lectures, and writing assignments. 2. Explain the history, issues, and trends surrounding different aspects of mediated communication. 3. Explain how mediated communication impacts the lives of individual students and society in general. 4. Apply an understanding of the above concepts in oral presentations. FA, SP.

MDIA 1560. Audio Production. 3 Hours.
For Media Studies majors, and other interested students. Required in the Broadcasting emphasis in Media Studies. 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 LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Apply basic working skills and knowledge of physical and digital audio consoles, interfaces, and peripheral devices. Apply knowledge of associated equipment to perform audio capture, manipulation/mixing and recording in live and studio environments. 3. Apply knowledge of basic single and multi-tracking audio recording, editing, and saving on Adobe Audition. 4. Apply knowledge of Audio Dialogue Replacement (ADR) via Adobe Audition and Adobe Premier. 5. Apply basic critical and analytical listening skills related to audio production. 6. Produce and record Foley sound effects. 7. Create and upload audio content to an online presence such as YouTube or podcasting. Course fee required. FA, SP.

MDIA 2010. Media and Society (SS, GC). 3 Hours.
Fulfills General Education Social & Behavioral Sciences requirement, and is an approved Global and Cultural Perspectives course. For all students with an interest in media, required in the Social Media emphasis in Media Studies. 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. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Apply a critical approach to the history, technology, economy, theory and regulations of various mass media. 2. Explain the multi-faceted connections between American culture and the media. 3. Explain the techniques and institutions of contemporary commercial communication. 4. Apply knowledge of the present and future of the media, including but not limited to individual media use of both traditional and new media tools. 5. Explain how new media tools do, and will continue to, influence our society. 6. Explain how new media affects individuals' communicative perceptions and actions. 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 LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Create effective journalistic work. 2. Apply AP Style in accordance with industry standards. 3. Meet and manage deadlines. 4. Explain multiple aspects of news production. 5. Develop story ideas. 6. Self-promote and generate audience interest (social chatter) through social media. 7. Build a resume/portfolio with clips. Prerequisites: MDIA 1130 and instructor permission. FA, SP.

MDIA 2300. Principles of Public Relations. 3 Hours.
For all students with an interest in media: required for the Public Relations emphasis in Media Studies. A survey of concepts, issues, and principles for students interested in public relations and advertising. The course focuses on examining the Public Relations industry. Topics of study include the history, functions, theories, and career options of the public relations industry. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Explain the public relations profession, its histories, and its ethical and legal underpinnings. 2. Apply knowledge of the fundamental theories and best practices of public relations. 3. Demonstrate knowledge of the career specialties within public relations. 4. Apply critical thinking, ethical decision-making, and problem-solving skills to evaluate media production and consumption within the public relations industry. 5. Explain the relationship between public relations practitioners and the news media as well as the basics of target audiences, messages, special events, and how they fit into a cohesive program as part of the public relations mix. FA, SP.

MDIA 2340R. Public Relations Practicum. 1-3 Hours.
Open to all students interested in a practicum experience with DSU's public relations agency. Provides hands-on experience in most facets of public relations, 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. Variable credit 1-3. This course allows students to explore and apply content learned in the course in a professional experience away from the classroom. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Conduct applied market research in order to develop specific communication goals; create relevant messages and strategies; and evaluate the efficacy of those messages. 2. Create messages in compliance with the technical and aesthetic principles of the media being used. 3. Establish best practices and benchmarks within the public relations industry. 4. Develop practical experiences in order to build portfolios and resumes. 5. Develop relationships with clients by learning how to navigate client meetings, build trust, and demonstrate professionalism. FA, SP.

MDIA 2370R. TV Production Practicum I. 1-3 Hours.
Fulfills Media Studies emphasis practicum requirements. For Media Studies majors and other students interested in a hands-on experience working on TV Production projects with the Community Education Channel, DSU's on-campus TV station. Students will learn and practice basic television production skills including technical directing, camera operation and instant replay operation. Students work on productions such as Dixie State Athletics, local high school football and basketball, the Dixie Sun News, talk shows, cooking shows and more. Students work a minimum number of hours based on the credits for which they register: 3 hours per week for 1 credit, 5 hours per week for 2 credits, or 7 hours per week for 3 credits. Repeatable up to 12 credits subject to graduation restrictions. Prerequisites may be overridden with Instructor signature. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Demonstrate basic understanding of the production requirements from concept to completion of a live television broadcast, including pre-production, production, and post-production. 2. Apply knowledge of all positions in a mobile and stationary studio and how they relate to each other to produce a live broadcast, and be able to explain the value of working as a team. 3. Demonstrate the skills to operate various instruments used within a live television broadcast from a remote location (Cameras, Replay machine, Audio equipment, Switcher control panel, etc.). 4. Apply the skills of various production positions such as Technical Director, Camera Operator, Replay Operator, etc. 5. Apply the skills of a primary production position, chosen from assignments that may include Technical Director, Camera Operator, Replay Operator, as well as other production positions. 6. Apply professional principles and practices (i.e. show up on time, come prepared to work, have shifts covered if necessary, no mobile device use, etc.). Prerequisites: MDIA 1380, and 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. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Apply effective radio production, writing, recording, and editing. 2. Apply effective radio promotional principles and practices. 3. Apply effective radio programming, preparation, on-air delivery and air check. 4. Work with the public in both on-air and off-air situations. 5. Work with automation software including scheduling software. 6. Develop a competitive radio resume through work at the student radio stations. 7. Explain FCC rules and regulations with regard to radio production and broadcasting. Prerequisites: MDIA 1560 (Grade C- or higher), and Instructor permission. FA, SP.
MDIA 2460. Introduction to New Media Production. 3 Hours.
For all students with an interest in media: required in the Social Media emphasis in 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 LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Create and maintain a blog. 2. Produce digital audio content for a podcast posted to your blog. 3. Shoot and enhance photos and upload them to your blog. 4. Compose a coherent story with images. 5. Produce and publish your video to your blog. 6. Evaluate the efficacy of your blog. 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. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Understand the digital production process and its future. 2. Critique feature, short and documentary media on production quality. 3. Understand acquisition mechanisms in both film and digital video. 4. Relate to the demands of the Pre-production domain. 5. Understand the protocols of the Production domain. 6. Discern between film and digital frame rates and resolutions. 7. Understand the purposes of production departments. 8. Identify roles within production departments. 9. Distinguish post-production protocols and procedures. 10. Identify career opportunities commercial, corporate, internet, documentary and feature production. 11. Understand philosophies of light and sound acquisition. 12. Progress to upper-division courses in this track. Prerequisite: MDIA 2660 (Grade C- or higher). SP.

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. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Explain the importance of attending and listening to mediated messages, and exhibit listening behaviors that demonstrate such understanding. 2. Apply theoretical mediated message fundamentals to the social contexts experienced in both every day and professional contexts. 3. Explain the important, meaningful roles that mediated messages fulfill during our communication interactions with others. 4. Explain the axioms of primary Media theories as well as their principles and ethics. 5. Explain the various strategies by which these theories can be applied and function. 6. Explore and explain a high-level survey of theories across the Media Studies discipline. 7. Conceptually connect mediated contexts and theoretical traditions. 8. Explain the connections, trajectories, and relationships among the many theories. 9. Distinguish and derive applications and implications across a range of Media Studies theories. 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 evenng 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 LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Create effective journalistic work. 2. Apply AP Style in accordance with industry standards. 3. Meet and manage deadlines. 4. Explain multiple aspects of news production. 5. Develop story ideas. 6. Self-promote and generate audience interest (social chatter) through social media. 7. Build a resume/portfolio with clips. Prerequisites: MDIA 2210R 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 on TV Production projects with the Community Education Channel. DSU's on-campus TV station. Students will learn and practice more advanced television production skills including directing, technical directing, camera operation and instant replay operation, and commenting and sideline reporting for sports and other live and pre-recorded TV content. Students work on productions such as Dixie State Athletics, local high school football and basketball, the Dixie Sun News, talk shows, cooking shows and more. Students work a minimum number of hours based on the credits for which they register: 4 hours per week for 1 credit, 6 hours per week for 2 credits, or 8 hours per week for 3 credits. Repeatable up to 12 credits subject to graduation restrictions. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Apply knowledge of production requirements from concept to completion of a live television broadcast, including pre-production, production, and post-production. 2. Apply knowledge of all positions in a mobile and stationary studio and how they relate to each other to produce a live television broadcast, and be able to explain the value of working as a team. 3. Demonstrate the ability to operate various instruments used within a live television broadcast from a remote location (Cameras, Replay machine, Audio equipment, Switcher control panel, etc.). 4. Demonstrate proficiency in the various production positions such as Producer, Director, Technical Director, Camera Operator, Replay Operator, On-Air Talent, etc. 5. Demonstrate proficiency at a primary and secondary production position, chosen from assignments that may include Producer, Director, Technical Director, Camera Operator, Replay Operator or On-Air Talent, as well as other production positions. 6. Employ principles and practices of the television production profession. 7. Produce and gather material that can later be used on a resume and/or in a portfolio. Course fee required. Prerequisites: MDIA 1380 and MDIA 1385 and instructor permission. FA, SP.
MDIA 3380R. Radio Production Practicum II. 1-3 Hours.
Fulfills Media Studies emphasis elective degree requirements. 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 LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Apply effective radio production, writing, recording, and editing. 2. Apply effective radio promotional principles and practices. 3. Apply effective radio programming, preparation, on-air delivery and air check. 4. Work with the public in both on-air and off-air situations. 5. Work with automation software including scheduling software. 6. Develop a competitive radio resume through work at the student radio stations. 7. Explain FCC rules and regulations with regard to radio production and broadcasting. Course fee required. Prerequisites: MDIA 2380R AND Instructor permission. FA, SP.

MDIA 3410. Gender in Media. 3 Hours.
Fulfills Media Studies emphasis elective degree requirements. 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. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Identify and explain effects of media on identity construction. 2. Explain how gender and culture affect media production. 3. Assess gender depictions, including stereotypes, in news, television, advertising, film and digital culture. 4. Analyze media depictions with theoretical arguments. 5. Develop an analytical attitude toward gender and media in everyday life. FA.

MDIA 3480. Emerging 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. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Explain the emergence and progress of social media. 2. Assess impacts of social media and citizen journalism. 3. Explain communication contexts involved in social media. 4. Create, maintain and promote a social media account. 5. Create a social media 'product.' 6. Execute basics of social media advertising. 7. Develop a social media campaign. 8. Collect and assess analytics. 9. Apply social media marketing principles in different organizations. FA.

MDIA 3510. Media and Public Relations. 4 Hours.
For all Media Studies majors, required in the Public Relations emphasis. Challenges students to identify and demonstrate effective public relations 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 public relations. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Identify classic public relations cases throughout history and use those lessons to inform current practice. 2. Assess diverse public relations situations and apply appropriate public relations strategies and tactics to address them. 3. Critique different approaches to public relations research, strategy, implementation, and evaluation. 4. Analyze and critically evaluate the ethical and cultural issues connected to public relations practice. 5. Develop the skills to communicatively handle and respond to public disasters or media crises. 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. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Explain promotions practices in a media context. 2. Analyze and explain facility management principles in a media context, including how convergence is changing the nature of those facilities. 3. Apply accounting principles and fiscal management in a media context. 4. Critique and explain the history and present status of media regulation. 5. Explain how ratings and circulation are measured and used in media. 6. Identify how programs and other content are selected and used in media. 7. Evaluate and critique human resource management in contemporary media contexts. 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. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Develop a comprehensive understanding of the English language and AP Style. 2. Modify news copy into a version that is accurate, fair, complete and readable. 3. Describe and perform the responsibilities of being an editor. 4. Apply editing skills. 5. Identify problems and appropriate solutions in copy and publications. 6. Generate effective headlines, captions and other display copy. 7. Apply design concepts and analyze visual appeal. 8. Explain legal and ethical aspects of editing. Prerequisite: MDIA 1130. SP.

MDIA 3750. Advanced Video Production. 3 Hours.
Fulfills Media Production emphasis requirements, or elective requirements in all Media Studies degrees. Provides students an opportunity to master video production and editing techniques. Students will practice principles and tools of video lighting, audio, and camera techniques as well as editing. Students will export finished products for various formats of distribution. Editing tools taught include visual effects, animation, color correction and more. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Produce professional-quality video projects as part of a larger production team. 2. Explain video editing principles and differentiate among stylistic approaches. 3. Demonstrate ability to use video editing and animation software in a variety of styles. 4. Identify methods of encoding finished productions into different formats suitable for various forms of distribution. Course fee required. Prerequisites: MDIA 1380 and MDIA 1385 and MDIA 1500. Corequisites: MDIA 3755. SP.

MDIA 3755. Advanced Video production Lab. 1 Hour.
Fulfills Media Production emphasis requirements, or elective requirements in all Media Studies degrees. Provides students an opportunity to master video production and editing techniques. Students will practice principles and tools of video lighting, audio, and camera techniques as well as editing. Students will export finished products for various formats of distribution. Editing tools taught include visual effects, animation, color correction and more. **COURSE LEARNING OUTCOMES (CLOs) At the conclusion of the course, students will be able to: 1. Produce professional-quality video projects as part of a larger production team. 2. Explain video editing principles and differentiate among stylistic approaches. 3. Demonstrate ability to use video editing and animation software in a variety of styles. 4. Identify methods of encoding finished productions into different formats suitable for various forms of distribution. Prerequisites: MDIA 1380 and MDIA 1385 and MDIA 1500. Corequisites: MDIA 3750. SP.

MDIA 3830. 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. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Explain societal impact of new media applications on individual and group communication. 2. Integrate aspects of old media in new media. 3. Assess implications and trends of new media applications. 4. Identify new technologies in the marketplace. 5. Assess market and user impacts from new media applications. SP.

MDIA 3840. Media Ethics and Law. 3 Hours.
Required of Media Studies majors and open to other interested students. Addresses legal and ethical considerations for media practitioners by exploring the historical and philosophical underpinnings of media law and ethics. Students will review major cases that have produced current legal standards and analyze cases using ethical decision-making strategies. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Demonstrate an understanding of major legal precedents in media law. 2. Describe major current developments in issues and rulings regarding media law. 3. Identify and correct potentially-illegal media content and/or practices. 4. Recognize ethical issues inherent in media theory and practice. 5. Identify, use, compare and contrast major ethical approaches and decision making strategies. 6. Analyze media messages, issues and cases in terms of their ethical implications. FA, SP.

MDIA 3880. Advanced Live Media Production. 2 Hours.
Fulfills Media Production emphasis requirements. For Media Studies majors and other students interested in a hands-on experience working on live media production projects. Opportunities include working with the Community Education Channel, DSU’s on-campus TV station. Students will write, produce, direct and, if desired, star in their own live media televised and live streamed content. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Supervise a live media production crew. 2. Write production rundown or scripts in the proper format. 3. Demonstrate ability to act as producer and director for live media productions. 4. Develop a complete live media production suitable for television or internet distribution. 5. Apply all stages of live media production, including preproduction, production, and postproduction. Prerequisites: MDIA 1380. Corequisites: MDIA 4385. SP.
MDIA 4385. Advanced Live Media Production Lab. 1 Hour.
Lab portion of MDIA 4380. Fulfills Media Production emphasis requirements. For Media Studies majors and other students interested in a hands-on experience working on live media production projects. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Supervise a live media production crew. 2. Write production rundowns or scripts in the proper format. 3. Demonstrate ability to act as producer and director for live media productions. 4. Develop a complete live media production suitable for television or internet distribution. 5. Apply all stages of live media production, including preproduction, production, and postproduction. Course fee required. Prerequisites: MDIA 1385. Corequisites: MDIA 4380. SP.

MDIA 4440R. Public Relations Practicum (ALPP). 1-3 Hours.
Required for the Public Relations emphasis in Media Studies. Open to all students interested in a practicum experience with DSU’s public relations agency. Provides hands-on experience in most facets of public relations, 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. This course is designated as an Active Learning Professional Practice (ALPP) course. This course allows students to explore and apply content learned in the course in a professional experience away from the classroom. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Conduct applied market research in order to develop specific communication goals; create relevant messages and strategies; and evaluate the efficacy of those messages. 2. Create messages in compliance with the technical and aesthetic principles of the media being used. 3. Establish best practices and benchmarks within the public relations industry. 4. Develop practical experiences in order to build portfolios and resumes. 5. Develop relationships with clients by learning how to navigate client meetings, build trust, and demonstrate professionalism. Prerequisites: MDIA 1500 and MDIA 2300 (both Grade C- or higher), and instructor permission. FA, SP.

MDIA 4450. Media Research. 3 Hours.
One of two courses that will fulfill the research methods course requirement for Media Studies majors. Focuses on Media-specific quantitative, qualitative, and critical research methodologies through a process of research design and analysis. Students will learn applied research topics, including audience research, media effects research, and/or strategic communication research. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Write a properly formatted research proposal for a media research project. 2. Explain how quantitative, qualitative, and critical research can be applied to media settings. 3. Apply media theory to questions in media research. 4. Critically analyze case study research projects in media research. 5. Be fully prepared to execute an applied media research project. Prerequisite: MDIA 3060 (Grade C or higher). FA, SP.

MDIA 4580. Public Relations Campaigns. 3 Hours.
For all Media Studies majors, required in the Public Relations emphasis. This course is designed for students to apply public relations techniques to campaign development for an actual client. Campaigns will include extensive research, planning, execution, and evaluation elements. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Discuss the basic principles of public relations campaign management, including applied research, strategy, implementation, evaluation, and stakeholder relationship management. 2. Consult and advise an actual client on public relations campaign development. 3. Analyze and develop communication programs to solve real world problems. 4. Experience workplace teamwork by communicating openly and diplomatically, developing a sense of accountability, demonstrating leadership with cooperative behaviors, and practicing consensus-building skills for the good of the campaign. 5. Develop a standard of excellence by analyzing ‘real life,’ award-winning campaigns. Prerequisite: MDIA 3060 (Grade C or higher). FA, 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. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Develop feature and op-ed story ideas. 2. Apply effective research techniques. 3. Demonstrate the ability to write using feature-style and op-ed story structures. 4. Illustrate scenes and sensory details. 5. Demonstrate competency in the revision process. 6. Determine potential markets and submit articles. 7. Compose query letters or story proposals. 8. Identify legal and ethical issues involved with freelancing. 9. Analyze features from professional writers and classmates. Prerequisite: MDIA 2300. SP.

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 LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Increase journalistic writing and reporting skills. 2. Demonstrate competency in video/audio production and editing. 3. Explain how to present multimedia stories in exciting new ways while maintaining traditional journalism standards of fairness, accuracy and quality. 4. Use software to customize media distribution platforms and publish stories online. 5. Produce stories that combine media elements, including text, images, audio, video and interactive graphics, culminating in a professional portfolio. 6. Identify and analyze storytelling techniques and tools adopted by the news industry to take advantage of the opportunities offered by digital technologies. 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 audio/visual design, live/stage production, and studio recording, using Adobe Audition, Pro Tools and Ableton Live. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Apply advanced working skills and knowledge of physical and digital audio consoles, interfaces, and peripheral devices. 2. Exhibit knowledge of associated equipment to perform audio capture, manipulation/mixing and recording in live and studio environments. 3. Demonstrate knowledge of the software Pro Tools, Adobe Audition, Adobe Premier, and Ableton Live. 4. Develop skills in Voice Over, Audio Dialogue Replacement (ADR), Foley, studio and live music mixing and recording, and audio capture for digital video. 5. Evaluate different characteristics of microphones and direct applications therein. 6. Refine critical and analytical listening skills related to audio production. 7. Improve knowledge and application of the concepts of hearing, sound, transmission, recording and processing. 8. Demonstrate applied knowledge of the physics of sound as it applies to audio production. Prerequisite: 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. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Complete course learning objectives written and published in the syllabus when the specific course plan is laid out. Prerequisites: 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. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Demonstrate learning through original and creative ideas. 2. Collaborate with others to accomplish a shared purpose or goal. 3. Use appropriate strategies and tools to represent, analyze, and integrate seminar-specific knowledge. 4. Develop the ability to think critically about course content. 5. Apply knowledge from seminar to a range of contexts, problems, and solutions. Prerequisite: Instructor permission. FA, SP, SU.

MDIA 4980. Media Studies Senior Seminar. 3-4 Hours.
Required for all Media Studies 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. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Demonstrate learning through original and creative ideas. 2. Collaborate with others to accomplish a shared purpose or goal. 3. Use appropriate strategies and tools to represent, analyze, and integrate seminar-specific knowledge. 4. Develop the ability to think critically about course content. 5. Apply knowledge from seminar to a range of contexts, problems, and solutions. Prerequisite: Instructor permission. FA, SP, SU.

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. Repeatable up to 12 credits subject to graduation restrictions. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Demonstrate learning through original and creative ideas. 2. Collaborate with others to accomplish a shared purpose or goal. 3. Use appropriate strategies and tools to represent, analyze, and integrate seminar-specific knowledge. 4. Develop the ability to think critically about course content. 5. Apply knowledge from seminar to a range of contexts, problems, and solutions. FA, SP.