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; and INSIGHT Communications, a public relations, marketing, and advertising agency. 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:

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.

Strategic Communication
Public relations, marketing, and advertising are now combined into one media emphasis: strategic communication. Students learn to produce and analyze effective campaigns that are ready for today’s media-sawy generation.

Broadcasting
Students who are interested in television and/or radio production can choose the broadcasting emphasis. This emphasis provides students hands-on experience in all matters of broadcasting, both in old media (RF broadcasting) and new media (IP broadcasting) worlds.
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 - 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 - Media Studies Emphasis (catalog.dixie.edu/programs/interdisciplinaryartsandsciences/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 2.0 (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 2.0 (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.
Required for all Communication Studies minors, but open to all students. Introduction to the theory and practice of communication in interpersonal, small group, organizational, and public settings. Includes essential theories through practical experience, including language use, nonverbal communication, organizational structure and practices, persuasion, and presenting. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Explain and apply the basic theories of Communication in rhetorical, group, organizational, intercultural, and interpersonal settings. 2. Recognize and apply primary principles and techniques of persuasion utilized in various communication contexts, including the formulation and delivery of messages, as well as the analysis of others' messages. 3. Employ and practice effective communication strategies and techniques in various written contexts. 4. Analyze communication problems encountered in real-world situations, using the Communication theories and principles. 5. Evaluate how the perception of both verbal and non-verbal messages influences culture, behavior, and action in our lives. FA, SP, SU.

COMM 1020. Public Speaking. 3 Hours.
Required for Communication Studies majors, but open to all students. Speaking and presenting in front of audiences occurs in almost every career field. This course is for any student with an interest in learning and improving these skills by preparing, outlining, organizing, and presenting various types of speeches, including introductory, informational, persuasive, and others. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Explain principles of effective oral communication. 2. Explain their personal speaking style, strengths and weaknesses. 3. Illustrate listening, note taking, and observational skills as they prepare public speaking discourses. 4. Formulate audience-centered speaking through public speaking discourses. 5. Critically analyze complex situations when communicating in a public speaking context. FA, SP, SU.

COMM 1050. Introduction to Communication Theory (SS, GC). 3 Hours.
Fulfills General Education Social & Behavioral Sciences and is an approved Global & Cultural Perspectives course. Required of all Communication Studies and Media Studies majors, and open to all students. Survey of basic issues, theories, concepts, and perspectives in the study of communication, including knowledge of the various contexts of communication and how they differ from each other. Students 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, values, and cultures in a variety of contexts. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Explain how communication is integral to the human experience. 2. Describe some of the basic theories of communication, their origin, and their most well-known proponents, as well as explain how these theories are situated in the Communication paradigm continuum. 3. Differentiate between the various sub disciplines of Communication Studies, including interpersonal, cultural, organizational, interpersonal, and media, and interpret the implications of each area of scholarship. 4. Compare, analyze, and choose appropriate theories for academic and personal topics via critical thinking. 5. Demonstrate and integrate effective and appropriate listening, observational skills, problem-solving capabilities, and cultural competence in communication with others with similar and different beliefs, values, or perspectives. 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, define and apply intellectual standards, and develop analytical-thinking about the world around us. An important focus is given to open other systems of thinking to connect ideas between disciplines, as well as to understand different perspectives in a diverse and global society. How we think and respond to a variety of issues and situations is essential to problem solving, effective interpersonal communication, professional development and success, and productive engagement in our community and civic lives. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Recognize different types of logical contexts and their basic elements in learning. 2. Describe how concepts from different disciplines can be understood using the tools of critical thinking. 3. Recognize and illustrate how fallacies affect good reasoning. 4. Apply strategic thinking and take charge of daily activities. 5. Recognize and illustrate media biases and propaganda in different contexts. 6. Evaluate own decision-making pattern, and create solutions to repetitive poor problem solving habits. 7. Analyze role of language in ethical reasoning and analysis. 8. Apply reflective thinking to challenge own egocentric and sociocentric tendencies. 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.
COMM 2110. Interpersonal Communication (SS, GC). 3 Hours.
Fulfills General Education Social & Behavioral Sciences, and is an approved Global and Cultural Perspectives course. Required of all Communication Studies majors, but open to all students. 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. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Identify, explain, and demonstrate interpersonal communication theories, models, and processes. 2. Develop and apply critical thinking and analytical skills in interpersonal communication contexts. 3. Employ and assess effective listening, observational, and problem-solving strategies in dyadic and group settings. 4. Describe and differentiate between constructive and deconstructive communication approaches. 5. Explain and evaluate the relationships between power, identity, culture, and disclosure in interpersonal communication contexts. 6. Describe and apply pragmatic strategies for relationship generation, maintenance, and termination. 7. Analyze and evaluate personal communication and relationships through self-reflection, self-awareness, and recognition of various cultural and environmental norms. 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. Also reviews criteria for effective group decision-making. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Describe fundamental theories and concepts related to effective small group communication. 2. Explain the advantages and disadvantages of working in groups. 3. Explain pragmatic strategies for work group generation, maintenance and termination. 4. Present effective oral presentations in a small group format. 5. Present effective oral presentations in a small group format. FA, SP, SU.

COMM 2700. Voice and Civility in Public Discourse. 3 Hours.
Required for Communication Studies majors, but open to all interested students. This course has two primary objectives applicable to all students. First, the course surveys theoretical frameworks for examining public discourse through lenses that identify the mass communication appeals used in democratic societies and capitalistic markets. Second, the course assists students in developing their own civil voice as citizen-consumers through adopting a critical eye on public discourse. Using a case-study approach, students learn to identify and analyze rhetorical appeals in free speech, social movements, mass media, the news industry, advertising, art, entertainment, and popular culture. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Understand the challenge of discovering and using civil voice effectively. 2. Identify the role of discourse in democracy, including its birth in ancient Athens. 3. Comprehend basic rhetorical methods for analyzing public discourse, specifically Aristotelian proofs, basic Burkean concepts, and introductory critical theory. 4. Analyze public discourse with rhetorical methods. 5. Dissect the role of rhetoric in social movements. 6. Identify the presence of ideology in public discourse. 7. Explain the impact of rhetoric during media production. FA, SP, SU.

COMM 2710. Communication Principles of Mentorship. 3 Hours.
For Communication Studies majors, required in the Applied Leadership emphasis, and open to all students. 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 facilitate leadership skills relating to presentation, nonverbal communication, collaboration and persuasive strategies. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Employ mentoring skills and discover best practices for successful mentoring relationships. 2. Identify how mentorship skills facilitates leadership skills relating to presentation, nonverbal communication, collaboration and persuasive strategies. 3. Apply communication theories to dyadic relationships through mentoring examples. 4. Practice mentoring skills within the classroom and their personal lives. 5. Identify quality mentoring skills. FA.

COMM 3010. Nonverbal Communication. 3 Hours.
For Communication Studies majors, but open to all students. Course considers the role that non-verbal behavior plays in communication and miscommunication. Students identify and analyze communicative acts involving self-monitoring and interpretation of others' behaviors (e.g., eye contact, body language, facial expression) in an effort to increase students' communication and behavior-related skills and apply these skills in social and professional contexts. Prerequisite: COMM 2110. FA.

COMM 3060. Communication Theory. 3 Hours.
Required for Communication Studies majors, but open to all students. 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. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Identify and differentiate between ontology, epistemology, and axiology approaches to Communication theories and traditions. 2. Explain and apply axioms of Communication theories, principles and ethics. 3. Recognize and analyze connections, relationships, and differences among communication theories and applications. 4. Compose a well-crafted research prospectus by integrating Communication theories, principles, axioms, logic, critical thinking, and written communication skills. 5. Apply and evaluate Communication theories, traditions and strategies in interpersonal, group, organizational, and cultural contexts beyond the classroom. 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. This includes communication structure, interaction patterns, parenthood, abuse, conflict, family goals of finance and education, and dealing with rapid changes in restructuring when people enter and leave the family unit. Covers family interactions from the first meeting of partners to the final stages of life. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Explain different types of families and definitions of families. 2. Identify family structures, patterns, rules and roles. 3. Interpret family systems and patterns of communication. 4. Assess family communication challenges and formulate possible interventions based on theory and research. 5. Analyze social, cultural, ethical and contextual factors that impact family communication. Prerequisite: COMM 2110 or Instructor Permission. FA, SP.

COMM 3130. Rhetoric and Public Communication. 3 Hours.
For Communication Studies majors, but open to all students who have an interest in history, politics, or social movements. 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, and they learn how to use these as lenses for both historical and current issues. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Explain basic definitions and concepts of rhetoric. 2. Explain the birth of rhetorical theory in ancient Greece and Rome and its relationship to current civic politics. 3. Explain modern and contemporary rhetorical thought. 4. Demonstrate how rhetorical insight informs the human condition, political and social processes, and knowledge. 5. Critique modern expressions of rhetorical communication with classical rhetorical theories. FA.

COMM 3150. Lying and 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. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Describe fundamental theories and concepts related to lying and deception. 2. Apply ethical decision making when considering the use of deceptive practices. 3. Explain examples of lying and deception within interpersonal, political, rhetorical and social contexts. 4. Demonstrate examples of self-protective consumer skills. 5. Assess types of nonverbal behaviors that suggest deception. Prerequisite: COMM 2110. FA.

COMM 3180. Provider and Patient Relations. 3 Hours.
For Communications Studies majors, required in the Health Communication emphasis, and open to all students interested in health, wellness, and medicine, professionally or personally. An examination of effective theories, frameworks, techniques and interventions used to develop effective communication between health and wellness providers and their patients. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Compare and contrast physician-centered vs. collaborative communication models in health settings. 2. Analyze theories and frameworks related to patient-centered medicine and provider-patient relations. 3. Apply motivational enhancement theory methods to assess provider-patient case studies. 4. Determine the rationale for the use of motivational enhancement, patient-centered medicine and collaborative healthcare techniques. 5. Comprehend and evaluate how various health communication techniques potentially affect patient outcomes. 6. Assess ethical and cultural contexts that impact provider-patient relations. FA.

COMM 3190. Intercultural Communication (SS, GC). 3 Hours.
This course fulfills the General Education requirement for Social and Behavioral Sciences and is an approved Global and Cultural Perspectives course. Required of Communication Studies majors, and open to all other interested students. Develops cross-cultural, global understanding, cultural sensitivity, and perspective-taking. Focuses on theoretical and conceptual immersion in extant cross-cultural research and scholarship. Includes 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 appropriate and effective via traditional channels and new media technologies. Prerequisite: Sophomore, Junior, or Senior Standing. FA, SP, SU.

COMM 3200. Community Health Communication. 3 Hours.
Required for Communication Studies majors in the Health Communication emphasis, and satisfies upper division electives for General Communication Studies degree. Open to all students interested in health, wellness, and medicine, professionally or personally. A discussion-driven course that considers various community and public health topics and issues, analyzes contributing factors and connections, and explores the role we play, as both citizens and professionals, in overall health and wellness of our societies. Also includes an examination of communication theories, frameworks, and data used to develop effective community health communication strategies such as campaigns, interventions, health education efforts, and public health initiatives. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Understand the role communication plays in community and public health contexts. 2. Analyze health information and communication for its merit and implications (be a better consumer of health information). 3. Apply understanding of public, local, and global health concerns and how they develop. 4. Explore and evaluate with the diverse opportunities available to community professionals and scholars. 5. Critique community health communication and promotion based on communication theory and application. 6. Design community health messages based on the analysis of the health issue and audience composition. SP.
COMM 3230. Health Communication. 3 Hours.
For Communication Studies majors, required in the health communication emphasis, and open to all students interested in health, wellness, and medicine, professionally or personally. While patient-provider communication is important, it doesn't occur in a "vacuum." This course acknowledges and explores the overlapping and mutually-influential situations that affect our physical, mental, and social health, and surveys the many areas of theory and research on, and influence of, health communication in many contexts. The course considers health communication in the areas of: medical and provider relations, family interactions, social support, health systems and policy, organizations, diversity and culture, and media--all of which individually and collectively affect health beliefs, behaviors, and outcomes. Dual listed with HLOC 3230 (students may take only one course for credit). **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Comprehend the role communication plays in health in interpersonal, social, cultural, organizational/political, and mediated contexts. 2. Recognize and identify the dimensions of health and communication, and why these are important to communication. 3. Analyze health communication for its merit and implications (be a better consumer of health information). 4. Apply improved communication and decision making skills in health contexts. 5. Explore and evaluate with the diverse opportunities in health communication available to community professionals and scholars. 6. Recognize, synthesize, and evaluate how myriad health influences and contexts from our health system, interpersonal interactions, social norms, media content, and historical influences overlap to affect any singular health interaction. FA, SP.

COMM 3330. Negotiations and Bargaining. 3 Hours.
For Communication Studies majors, required in the Applied Leadership emphasis, and open to any interested students. Explores the processes and outcomes of negotiation and bargaining principles, theories, and related concepts by engaging in experiential opportunities in which students apply those principles and gain skills in negotiation and bargaining in current social and professional settings. Includes professional guest speakers. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Describe fundamental theories and concepts of negotiations and bargaining in different contexts. 2. Explain and apply effective conflict negotiating skills. 3. Apply negotiation skills through role-plays and group practice. 4. Apply appropriate methods of negotiation through case studies addressing various situations. 5. Assess ethical practices that inform negotiation outcomes. 6. Integrate negotiation and bargaining theories and skills into their lived experiences outside of academia. Prerequisite: COMM 1270. SP.

COMM 3350. Interviewing. 3 Hours.
For Communication Studies majors, and any interested students wishing to learn and apply effective interviewing techniques, whether on the interviewer or interviewee side. Focuses upon dyadic communication conducted specifically for gathering information and seeking entrance into closed workplaces, clubs, social, educational, or recreational groups. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Recognize and apply various theories of interviewing in employment, investigative, and persuasive contexts. 2. Construct and reply to proper interviewing questions in both interviewer and interviewee roles. 3. Prepare thoroughly and thoughtfully for interviews in different settings with different group or dyadic dynamics. 4. Simulate, practice, and critique various types of interviews. 5. Analyze their own interviewing skills, as well as peers', based on interviewing theories and concepts. 6. Integrate interviewing concepts and application from the classroom with "real world" scenarios and practical applications outside of the classroom in sales, employment, health, and journalism. SP.

COMM 3400. Gender Communication. 3 Hours.
For Communication Studies majors and all other interested students. Students learn, analyze, and apply theories and research on 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: Sophomore, Junior, or Senior Standing. FA, SP.

COMM 3460. Critical and Rhetorical Analysis. 3 Hours.
For Communication Studies majors, and open to all students interested in improving their critical evaluation of public communication. 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. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Explain the humanities tradition of intellectual inquiry. 2. Illustrate key modes of rhetorical criticism, namely Aristotelian criticism, Pentadic criticism, ideological criticism, feminist criticism, and cluster criticism. 3. Model rhetorical critiques of texts that students find particularly significant. 4. Evaluate the human condition through insightful analysis that offers prescriptions for the betterment of society across all cultures. 5. Synthesize and connect rhetorical and critical theories, as well as utilize them as lenses through which to view and evaluate communication regarding current events, contemporary issues, civics, popular culture, and politics. SP.

COMM 3510. Ethics in Communication. 3 Hours.
Required of all Communication Studies majors, and open to all 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 in communication efforts. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. List and explain the major theories of ethics in both Communication and Media Studies. 2. Describe the historical development of ethical standards in both communication and media, as well as demonstrate why these trajectories matter within the discipline. 3. Explain why ethical standards are critical to all forms of Communication. 4. Recognize and analyze (un)ethical conduct and strategies used by influential contemporary communicators, as well as propose solutions to ethical shortcomings. 5. Identify ethical communication dilemmas, isolate and examine the significant issue(s), and then choose or create an appropriate method of resolution. 6. Articulate at least four specific ethical situations they have (or likely will) experience as a professional communicator, and evaluate ethical and applicable responses. Prerequisite: COMM 1010 OR COMM 2110. FA, SP.
COMM 3550. Organizational Communication. 3 Hours.
For Communication Studies majors, and all other interested students. Especially complementary to business students or those who seek leadership positions during their careers. Examines organizational communication theories and concepts in detail, particularly with a view toward modern applications within a range of current professional settings. Course will advance students’ abilities to understand the dynamics of communication within and across organizations, apply appropriate theories and concepts in analyses of intra- and inter-organizational interactions, and evaluate human behavior in large groups, comprehend organizational policies, and the positive and negative consequences of communication decisions within businesses and other organizations.

COMM 3850. Organizational Communication and System Dynamics. 3 Hours.
For Communication Studies majors, required in the Applied Leadership emphasis, and open to all interested students. Especially complementary to business or communication students or those who seek leadership positions during their careers. 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, and 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. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Describe fundamental theories and concepts of organizational communication. 2. Explain examples of effective non-verbal and verbal forms of communication in organizational settings. 3. Compare and contrast different organizations by analyzing their communication needs, values, goals, strategies and ethical considerations. 4. Evaluate effective organizational communication strategies. 5. Apply definitions and theories of leadership and high performance teams to organizational communication case studies, as well as organizations of which they are members. SP.

COMM 3990. Special Topics in Communication. 0.5-3 Hours.
Open to all students. Course that offers rotating special topics from faculty. Students may also request instruction on an area or topic that is not available through other regularly scheduled courses in the Communication Studies discipline. Whether proposed by faculty or students, the seminar course must first be pre-approved by the department chair. It also must provide at least nine contact hours of lab or lecture for each credit offered, and 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 traditional or nontraditional instruction methods. Note that this course fulfills Communication Studies emphasis electives or general upper division elective hours. 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, required in the Health Communication emphasis, and open to all other students interested in learning to persuade. Develops awareness, understanding, and application of critical thinking and persuasive message design to achieve intended persuasive effects on specific audiences. Focuses on rhetorical, social scientific, conceptual, and applied research and scholarship that explores both traditional and modern persuasive processes in both oral and written persuasive messages. Critical thinking skills are developed through analysis of audiences and positional arguments and their construction. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Describe the axioms of persuasive communication and its principles and ethics. 2. Distinguish between different audiences by correctly analyzing their needs, values, general tendencies, and all ethical considerations applicable to a specific audience. 3. Explain the strengths and weaknesses of the perceptual process of communication. 4. Explain the importance of attending and listening to the other person, and demonstrate listening behaviors that display understanding in different contexts and cultures. 5. Apply and evaluate persuasion fundamentals and theories through written or oral works that address the social contexts experienced in both their personal and professional lives. 6. Evaluate the interplay between the persuasive source, the topic, the theory or framework, and the responsive audience. 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. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Identify and differentiate between cognitive and affective tools of visual support for their presentations. 2. Explain effective speech principles through rehearsal and delivery of integrated oral presentations. 3. Create impactful visual and motion information within oral presentations. 4. Integrate presentation software effectively within oral presentations. 5. Formulate and deliver oral presentations that meet the contextual needs of any given audience. Prerequisite: COMM 1020. FA.

COMM 4030. Applied Organizational Communication Research. 3 Hours.
For Communication Studies majors and open to all students. 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, required in the Applied Leadership emphasis, and open to all 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 students will increase skills and understanding of group processes and leadership dynamics within groups. Prerequisite: COMM 2120. SP.
COMM 4450. Communication Research. 3 Hours.
Required for Communication and Media Studies majors. Focuses on Communication-specific quantitative, qualitative, and critical research methodologies through a process of Communication research design and analysis. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Describe quantitative, qualitative, and rhetorical research methods used in Communication Studies. 2. Explain connections between Communication theories and research in oral and written form. 3. Formulate research methods and concepts in oral and written form. 4. Create quantitative, qualitative, and/or rhetorical research designs and apply appropriate associated methods in an ethical manner to a student research initiative. 5. Evaluate and critique research designs, methods, and writing found in scholarly and popular sources. 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 and open to any other interested students. An analysis of public issues that currently dominate public communication and the media landscape, including the impact of effective communication. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Describe trends in business, education, politics, health, popular culture, and technology and their relationship to communication theories and skills as key influences. 2. Develop a comprehension of how rhetorical strategies impact changes in international policy and vice-versa. 3. Analyze how political, legal and economic changes affect society and are reflected in society's communication. 4. Apply rhetorical skills in areas such as employment, health, immigration, and political change. 5. Analyze communication from public leaders using rhetorical methods. Prerequisite: Junior or Senior standing. SP.

COMM 4500. Communication and Conflict. 3 Hours.
For Communication Studies majors, required in the Applied Leadership emphasis, and open to all students. 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 students will increase awareness of the sources of conflict and demonstrate skill development in resolution techniques, as well as be able to apply this awareness and skill to their personal and professional relationships with others. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Understand fundamental human conflict theories and concepts. 2. Demonstrate confidence in utilizing interpersonal conflict negotiating skills. 3. Recognize types of conflict and appropriate methods of dealing with conflicts. 4. Demonstrate conflict resolutions skills. 5. Apply interpersonal conflict resolution skills across various cultural settings. Prerequisite: COMM 2110 or instructor approval. FA, 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 Studies curriculum. Students and faculty work closely to design and set successful completion goals for the course, which 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. The proposed course is contingent upon the department chair's approval. 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 and 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.) that allows students to demonstrate competency in, and application of, communication knowledge and skills. Through the Capstone Project (final 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.). **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Analyze communication phenomenon utilizing theory and research. 2. Develop a scholarly project considering ethical and cultural contexts. 3. Organize the implementation and completion of a scholarly project. 4. Synthesize communication theory and research in written and oral form. 5. Apply communication theory and research to a "real-world" project. Prerequisite: COMM 4450 or Instructor permission. FA, SP, SU.

COMM 4990. Seminar in Communication. 0.5-3 Hours.
Open to all students. Course offers rotating special topics from faculty. Students may also request instruction on an area or topic that is not available through other regularly scheduled courses in the Communication Studies discipline. Whether proposed by faculty or students, the seminar course must first be pre-approved by the department chair. It also must provide at least nine contact hours of lab or lecture for each credit offered, and 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 traditional or nontraditional instruction methods. Note that this course and only fulfills upper division elective hours. 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 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 Television Production. 2 Hours.**
For all students with an interest in media, required in the Multi-Media Journalism emphasis for Media Studies Majors. Covers basic tools of television studio production and processes involved in creating a television program, including basic terminology and the duties of studio production technical positions. Corequisite: MDIA 1385. FA, SP.

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

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

**MDIA 1500. Intro to Mediated Communication. 3 Hours.**
For all students with an interest in media, required of Media Studies Majors. Examines the technical aspects of media production. Course includes production of graphics, videos, audio, print media, and other media forms. Students will be prepared with foundational aspects of media theory and production that will be further developed in future courses. **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. 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 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 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. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Explain the public relations and advertising professions, its histories, and its ethical and legal underpinnings. 2. Apply knowledge of the fundamental theories and best practices of strategic communication. 3. Explore the career specialties within public relations and advertising and the various types of careers the professions offer. 4. Apply critical thinking, ethical decision-making, and problem-solving skills to evaluate media production and consumption within the public relations and advertising industries. 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 all fit into a cohesive program as part of the strategic communication mix. 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 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, 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 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. **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 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. **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 everyday 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. 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. **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 everyday 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. Prerequisite: COMM 1050 (Grade C+ or higher). 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. Variable credit 1.0 - 3.0. 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.
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. 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. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Understand the emergence and progress of social media. 2. Assess impacts of social media and citizen journalism. 3. Increase awareness of 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 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. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Apply major theories of ethics in Media Studies. 2. Describe the historical development of ethical standards in mediated and mass communication. 3. Explain the ethical standards that are critical to all forms of mediated and mass communication. 4. Recognize, identify, and report on unethical conduct and strategies used by some influential contemporary media and its representatives. 5. Examine the ethical dilemmas, isolate the significant issues, and offer logical conclusions and solutions to the dilemma. 6. Articulate and respond to ethical situations experienced by media professionals. 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. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Apply various photography skills, including manipulating the variables of exposure, executing compositional factors, utilizing existing light for exposure and impact, and exploiting photographic variables for different contexts. 2. Differentiate photojournalistic assignments and news genres. 3. Develop, plan, and shoot photo essays. 4. Apply skills to edit shots for publication. 5. Evaluate cameras, lenses and other photographic instruments for journalism applications. 6. Differentiate between legal and illegal shooting contexts. 7. Understand and apply ethical considerations and the journalistic code of ethics. 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. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Explain the transactional communication concepts of context and noise relating to the perceptual process of visual communication design. 2. Categorize visual communication effects in affective, cognitive and psychomotor responses. 3. Assess the influence of typestyles on messages and develop your own font. 4. Identify primary forms of contrast in composition and layout design and execute applications in your own original media design. 5. Identify and execute compositional forces of framing, vectors, motion, in visual design applications of motion and still photography. 6. Explain and apply original media design Gestalt principles. 7. Create and produce effectively designed media in your choice of domains including packaging, collateral, exhibit, converged media, identity, print, motion and still imaging. 8. Critique and evaluate visual communication design in all domains. 9. Collaborate with other student designers in producing a campaign. 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. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Identify classic strategic communication cases throughout history and use those lessons to inform current practice. 2. Assess diverse public relations and advertising situations and apply appropriate strategic communication strategies and tactics to address them. 3. Critique different approaches to strategic communication research, strategy, implementation, and evaluation. 4. Analyze and critically evaluate the ethical and cultural issues connected to strategic communication 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 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, 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. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Describe legal precedents in media law over the past two centuries. 2. Apply legal precedents to current media practices. 3. Analyze current developments, issues and rulings regarding media law. 4. Identify and correct potentially-illegal media content and practices. 5. Predict possible future trends and legal issues in our rapidly-developing new media environment. 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. **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 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. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Manage a production crew. 2. Apply production competencies through the complete conceptualization, planning and execution of an advanced television production. 3. Engage and supervise all stages of television production, including preproduction, production, and postproduction. 4. Refine technical skills in the different positions required in television program production. Prerequisite: MDIA 1380. Corequisite: MDIA 4380. SP.

MDIA 4385. Advanced Television Production Lab. 1 Hour.
Lab portion of MDIA 4380. Lab fee required. Prerequisite: MDIA 1385. Corequisite: MDIA 4385. 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. **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 strategic communication 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 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. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Discuss the basic principles of strategic communication campaign management, including applied research, strategy, implementation, evaluation, and stakeholder relationship management. 2. Consult and advise an actual client on strategic communication 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 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. **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 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 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 media/cinematic audio 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) Objectives will be 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. 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. 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.