The Media School Curriculum—

The educational mission of The Media School at Indiana University is to provide students with the instruction and opportunities for experience necessary to develop:

- the critical ability to interpret and evaluate the mass of mediated information circulating in modern societies
- an understanding of how the mass media work
  - how they produce meaning,
  - how they are organized, and
  - how to use them wisely and ethically as informed citizens participating in a global digital world
- the ability to create and manage media messages that provide citizens with the information they need to make the best possible decisions about their lives, their communities, their societies, and their governments.

The three primary undergraduate degrees offered by The Media School are

1. Bachelor of Arts in Media
2. Bachelor of Arts in Journalism
3. Bachelor in Science in Game Design.

All three degrees share a number of underlying curricular features including courses in The Media Core, Media Concentrations, and Media Specializations. The streamlined and flexible design of this new curriculum incorporates foundational, theoretical, and skills coursework focused on the convergence of information technologies and the rapid evolution in the fields of journalism, advertising, public relations, telecommunications, communications, cinema, digital media and other emerging media platforms. The degree includes a wide variety of new classes and course-cluster specializations that will prepare students for success in the rapidly evolving media landscape. By creating a common structure and a series of shared core courses, The Media School’s curriculum will provide students in each of its degree programs with the multi-disciplinary training necessary to make meaningful contributions in fields that no longer reflect hard traditional boundaries such as Print vs. Broadcast News, New vs. Old Media, etc. The B.A. in Media curriculum allows students to tailor their studies to meet clear professional objectives and develop intellectual skills and interests building upon a solid liberal arts and sciences foundation.

Each Media School degree program will equip students with a portfolio of deep knowledge and training that includes three key elements:

A) A broad liberal arts education designed to foster media literacy by incorporating:
   - integrated training in and analysis of verbal and visual communication processes and the related ethical and policy-related questions;
   - study of practices across multiple media platforms that affect and inform beliefs, attitudes, values, identities, and behaviors of individuals, groups, and the public; and
   - critique and application of media design, innovation, and practice focusing on multiple platforms of media including emergent forms.

B) Development and mastery of professional skills, such as
   - narrative and investigative writing, visual communication, and editing;
   - entrepreneurship; film, videogame and Web design, and sound production;
   - information gathering, analysis and organization; and
   - organizational management that informs digital communication. Instructions in these skills will be provided both within the School and through partnering with the School of
Informatics and Computing in digital media, the Jacobs School of Music in the recording arts, and other appropriate Schools.

C) Respect for the role and mission of journalism and media as essential contributors to a free and democratic society in an historical moment when media are increasingly concentrated and where reliable information maybe obfuscated by a growing volume of unreliable information.

As a part of their degree programs, students in The Media School degree programs will receive specialized training in journalism, media and film analysis and production, and digital technology in media. No matter which degree they earn, Media School graduates will demonstrate an understanding of:

- media literacy in the 21st century
- media history, theory and criticism
- media production as a craft, a profession and a public good
- cultural diversity and worldliness
- professional media ethics and responsibilities
- media management practice and issues
- the impact and role of media institutions and professionals in contemporary society

The Bachelor of Arts in Media

Most students in The Media School will pursue a Bachelor of Arts with a major in Media. Students pursuing the B.A. in Media will complete a four-tiered set of requirements comprised of:

1. The Media School Core—comprised of
   A. MSCH-C 101 Media—an introductory course that stakes out the large theoretical, ethical and practical concerns that drive teaching and research in The Media School (3 cr.).
   B. Three courses from the Media Core—Concept Clusters—(9 cr.).
      1. One course in Making Media,
      2. One course in Managing Media,
      3. One course in Thinking Media.

   Students will complete one course from each list. These courses investigate the concepts, skills, and techniques students will learn in their “MSCH” classes as they map onto the complex and rapidly evolving landscape of contemporary media. The core fosters a sense of cohort identity among all majors in The Media School.

2. Media Concentration—A five course concentration that provides students with disciplinary framework and specialized training in particular fields of study, production, and management (15 cr.)

   Concentrations include:
   a. Media Management, Industry, and Policy
   b. Interactive and Digital Media
   c. Media Advertising
   d. Media Science
   e. Cinema and Media Arts—Studies and Production (two tracks—“Cinema and Media Production” “Cinema and Media Studies”)
   f. Media Technologies and Cultures
3. Media School Specialization—At least one three-course specialization (9 cr.)

Media Specializations combine advanced training in related professional and creative skills from courses taught across the entire Media School curriculum. Specializations will allow students to develop specific transcriptable skill sets. Some concentrations specify appropriate specializations and others allow students to choose any one of the listed specializations. The specializations will allow students to explore areas of media studies form across The Media School, and we anticipate that certain skill sets and course clusters will allow for further collaboration with other units.

The following specializations are available:

<table>
<thead>
<tr>
<th>Audio Journalism</th>
<th>Graphic Communication</th>
<th>New Media Marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Broadcast Journalism</td>
<td>Health Communication</td>
<td>Photojournalism</td>
</tr>
<tr>
<td>Creative Industry Management</td>
<td>Media Advertising</td>
<td>Politics and Media</td>
</tr>
<tr>
<td>Digital Journalism</td>
<td>Media and Diversity</td>
<td>Public Relations</td>
</tr>
<tr>
<td>Game Art</td>
<td>Media Law and Ethics</td>
<td>Sex, Gender and Media</td>
</tr>
<tr>
<td>Game Audio</td>
<td>Media Persuasion</td>
<td>Video Journalism</td>
</tr>
<tr>
<td>Global Media</td>
<td>Media Psychology</td>
<td>Writing Media</td>
</tr>
<tr>
<td>Game Production</td>
<td>Media Research</td>
<td></td>
</tr>
</tbody>
</table>

4. Capstone seminar or project associated with the concentration or specialization. Credits for the capstone experience can be counted towards the required 15 credit hours in concentrations or the required 9 credit hours for specializations.
Bachelor of Arts in Media: Concentrations

1. Media Management, Industry and Policy—Concentration Requirements

1. The Media Management, Industry and Policy Concentration consists of 15 credit hours, divided as follows:

2. One 9 credit hour Media Management, Industry and Policy-approved media specialization (Creative Industry Management or Media Law)

Within the 24 credits for the concentration and approved specialization, students must take:

- At least 1 course in each of the 3 designated areas of study
- At least three courses in 1 of the designated areas of study
- A capstone course or capstone experience

Designated areas of study in MIP are Creative Industry, Law and Policy and Technology. These areas are defined as follows:

- **Creative Industry** courses are taught at the micro and macro levels, from project management to business management. Courses consider:
  - Creative industries organization and workplace
  - Innovation of media content
  - Project development and management
  - The interaction of media businesses (such as creators and distributors)

- **Law and Policy** courses are taught from social science, practical, and economic perspectives. Courses consider:
  - The history of media law and policy in the USA and around the world
  - The effect of policy on content creation, audience access, and technology development
  - The role of State, Federal and International law in areas of intellectual property, employment, and business relationships

- **Technology** courses are taught from technological, social science, economic, and macro perspectives. Courses consider:
  - The means and practice of media distribution
  - Social networks
  - The impact of device innovation on creative industries
  - The broader implications of management, policy and law on the industry here and abroad

Approved Management, Industry and Policy Concentration Courses

A. Creative Industry Courses (Choose 1)

- MSCH-I 492 Media Internship (CI/LP/T)
- MSCH-I 497 Telecommunications Field Experience (CI/LP/T)
- MSCH-M 330 Production Management (CI/LP/T)
- MSCH-M 322 Telecommunications Networks (CI/LP/T)
- MSCH-M 329 Cable/Broadband Communications (CI/LP/T)
- MSCH-M 421 Economics of Communications Industries (M/CI)
- MSCH-A 343 Electronic Media Sales (T/CI)
- MSCH-A 347 Promotion and Marketing in Telecommunications (T/CI)
- MSCH-A 438 Advertising Issues and Research (LP/CI)
- MSCH-A 441 Advanced Advertising Strategies (CI)
• MSCH-F 420 Topics in Media History (CI/LP/T)
• MSCH-J 409 Media [Journalism] Management
• MSCH-J 410 The Media as Social Institutions (CI/LP)
• MSCH-J 470 Broadcast Media Analysis (CI)
• MSCH-L 312 Politics and the Media (LP/CI)
• MSCH-L 427 International Telecommunications (LP/CI)
• MSCH-M 326 Network Design (T/CI)
• MSCH-M 344 Programming Strategies (CI)
• MSCH-M 411 Media Industries and Cultural Production (CI)
• MSCH-M 421 Economics of Communications Industries (M/CI)
• MSCH-M 422 Business Applications in Telecommunications (T/CI)
• MSCH-M 446 Telecommunications Management (CI)
• MSCH-S 348 Audience Analysis (CI)
• MSCH-T 496 Foreign Study in Telecommunications (CI/LP/T)

B. Law and Policy courses (Choose 1)

• MSCH-A 438 Advertising Issues and Research (LP/CI)
• MSCH-F 420 Topics in Media History (CI/LP/T)
• MSCH-I 492 Media Internship (CI/LP/T)
• MSCH-I 497 Telecommunications Field Experience (CI/LP/T)
• MSCH-J 300 Communications Law (LP)
• MSCH-J 407 Newsgathering and the Law (MIP/)
• MSCH-J 410 The Media as Social Institutions (CI/LP)
• MSCH-L 312 Politics and the Media (LP/CI)
• MSCH-L 317 Media Ethics and Professional Responsibility (MIP/LP)
• MSCH-L 321 Policymaking in Telecommunications (LP)
• MSCH-L 424 Telecommunications and the Constitution (MIP)
• MSCH-L 425 Telecommunications Regulation (MIP)
• MSCH-L 4XX The Legal Landscape of Media Production (3 cr)
• MSCH-M 322 Telecommunications Networks (CI/LP/T)
• MSCH-M 329 Cable/Broadband Communications (CI/LP/T)
• MSCH-M 330 Production Management (CI/LP/T)
• MSCH-M 413 Global Media Issues (MIP/LP)
• MSCH-M 421 Economics of Communications Industries (M/CI)
• MSCH-T 427 International Telecommunications (LP/CI)
• MSCH-T 496 Foreign Study in Telecommunications (CI/LP/T)

C. Technology (Choose 1)

• MSCH-A 343 Electronic Media Sales (T/CI)
• MSCH-A 347 Promotion and Marketing in Telecommunications (T/CI)
• MSCH-M 326 Network Design (T/CI)
• MSCH-M 422 Business Applications in Telecommunications (T/CI)
• MSCH-T 327 Data Communications (T/CI)
• MSCH-F 420 Topics in Media History (CI/LP/T)
• MSCH-I 492 Media Internship (CI/LP/T)
• MSCH-I 497 Telecommunications Field Experience (CI/LP/T)
2. Interactive and Digital Media Concentration Requirements

Courses required for the Digital and Interactive Media concentration emphasize four key components: web platform, design, data, and programming.

1. The Interactive and Digital Media concentration consists of 15 credits, divided as follows:

6 credit hours of Digital Media Skills coursework (choose two):

- MSCH-D 2xx: Web Design (New from JOUR-J 360 Web Design)
- MSCH-G 320 Game Art and Sound
- MSCH-D 2xx: Technology Foundations I (New)
- INFO-I 210 Information Infrastructure
- MSCH-C 226 Visual Communication

9 credit hours of Digital Media Production coursework (choose three):

- MSCH-J 463 Graphic Design I
- MSCH-J 362: Journalism Multimedia Storytelling (taught as Web Design II Spring 2015) MSCH-D 3xx: Technology Foundations II (NEW)
- INFO-I 211 Information Infrastructure II
- MSCH-D 3xx: Data Journalism (NEW SPLIT FROM JOUR-J 464 INFOGRAPHICS)

2. One 9 credit hour Digital and Interactive Media-approved media specialization (Web, Design, or Data).

Data (In Development)
- MSCH-J 464: Infographics
- MSCH-V 334 Special Topics
- MSCH-V 401 Senior Seminar in Media
- MSCH-D 4xx: Interactive Data Visualization

Design
- MSCH-J 465: Graphic Design II
- MSCH-V 334 Special Topics
- MSCH-V 401 Senior Seminar in Media
- MSCH-D 3xx: Narrative Design
- MSCH-D 4xx: Interactive Publishing
- MSCH-D 4xx: Video Storytelling and Effects

Web
- INFO-A 348 Mastering the World Wide Web
- INFO-I 300 Interface Design
- INFO-I 308 Information Representation
- MSCH-D 3xx: Special Topics
- MSCH-V 401 Senior Seminar in Media
3. Media Advertising Concentration

1. The Advertising Concentration consists of 15 credit hours, divided as follows:

Two required courses (6 credit hours)

- MSCH-A 337 Electronic Media Advertising (a mix of J320 and T340)
- MSCH-S 348 Audience Analysis

Six credit hours of Advertising Concentration Elective Courses (choose two):

- MSCH-A 441 Advanced Advertising Strategies
- BUS-M 300 Introduction to Marketing
- BUS-M 311 Introduction to Marketing Communications
- MSCH-A 343 Electronic Media Sales
- MSCH-A 347 Promotion and Marketing
- MSCH-A 320 Principles of Creative Advertising
- MSCH-R 321 Principles of Public Relations
- MSCH-A 420 Advertising Concepts and Copywriting
- MSCH-J 463 Graphic Design I
- MSCH-J 465 Graphic Design II
- FINA-S 352 Production for the Graphic Designer
- MSCH-A 315 Advertising and Consumer Culture
- MSCH-F 391 Media Audiences
- MSCH-I 382 Internship in Media
- MSCH-S 414 Public Communication Campaigns
- MSCH-R 429 Public Relations Campaigns
- BUS-M 405 Consumer Behavior
- BUS-M 415 Advertising and Promotion Management

2. One three credit hour Advertising Capstone Course chosen from:

- MSCH-J 488 Practicum in Advertising Campaigns (NSAC) (was T453) CAPSTONE
- MSCH-J 488 Agency Practicum—Agency (was J488) CAPSTONE
- MSCH-J 499 Research in Journalism (modified from J438) CAPSTONE

3. One 9 credit hour specialization chosen in consultation with an advisor
4. Media Sciences Concentration Requirements

15 credit hours chosen from the following:

- MSCH-D 337 New Media
- MSCH-L 312 Politics and Media
- MSCH-S 317 Children and Media
- MSCH-S 315 Processes and Effects
- MSCH-L 322 Policymaking in Telecommunications
- MSCH-A 337 Electronic Media Advertising
- MSCH-A 347 Promotion and Marketing
- MSCH-S 348 Audience Analysis
- MSCH-S 3xx Communication Research Methods
- MSCH-S 3xx Mediated Persuasion
- MSCH-S 410 Sex in the Media
- MSCH-R 414 Public Media (New)
- MSCH-S 471 Applying Theory to Design
- MSCH-S 451 Topical Seminar in Media and Society
- MSCH-V 490 Capstone in Media Science/Research

2. One 9 credit hour media specialization
5. Cinema and Media Arts—Studies and Production Concentration Requirements

Cinema and Media Arts—Studies and Production students will take five courses within the concentration and will choose to focus on either “Cinema and Media Production” or “Cinema and Media Studies.” However, all students in the Cinema and Media Arts—Studies and Production Concentration will be required to take courses in both “Cinema and Media Arts Production” and “Cinema and Media Arts Studies” tracks to build the skills associated with the creation and the study of film, television, and digital, screen and aural media. In so doing, they will become well equipped to understand and engage with both the meanings of media and the processes through which meanings are made for a broad range of contexts.

1. Students will complete 15 credit hours in the concentration, divided as follows:

- nine credit hours of coursework in their primary area of focus
- six credit hours of classwork in the secondary area
- must include at least 9 hours at the 300/400 level

*Cinema and Media Studies Course include:*

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>MSCH-D 337</td>
<td>New Media</td>
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<tr>
<td>MSCH-F 290</td>
<td>Hollywood I</td>
</tr>
<tr>
<td>MSCH-F 292</td>
<td>Hollywood II</td>
</tr>
<tr>
<td>MSCH-F 306</td>
<td>Writing Media Criticism</td>
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<tr>
<td>MSCH-F 309</td>
<td>Images of War and Peace</td>
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<tr>
<td>MSCH-F 311</td>
<td>Media History</td>
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<tr>
<td>MSCH-F 326</td>
<td>Authorship in the Media</td>
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<tr>
<td>MSCH-F 375</td>
<td>Race, Gender, and Representation</td>
</tr>
<tr>
<td>MSCH-F 391</td>
<td>Media Audiences</td>
</tr>
<tr>
<td>MSCH-F 392</td>
<td>Media Genres</td>
</tr>
<tr>
<td>MSCH-F 393</td>
<td>History of European and American Film I</td>
</tr>
<tr>
<td>MSCH-F 394</td>
<td>History of European and American Film II</td>
</tr>
<tr>
<td>MSCH-F 398</td>
<td>National and Transnational Cinemas</td>
</tr>
<tr>
<td>MSCH-F 413</td>
<td>Global Villages</td>
</tr>
<tr>
<td>MSCH-F 420</td>
<td>Topics in Media History</td>
</tr>
<tr>
<td>MSCH-F 420</td>
<td>Internship in Media</td>
</tr>
<tr>
<td>MSCH-F 439</td>
<td>Media Audiences</td>
</tr>
<tr>
<td>MSCH-F 447</td>
<td>Broadcast Media Analysis</td>
</tr>
<tr>
<td>MSCH-F 450</td>
<td>History of Journalism</td>
</tr>
<tr>
<td>MSCH-M 411</td>
<td>Media Industries and Cultural Production</td>
</tr>
<tr>
<td>MSCH-P 435</td>
<td>Documentary Filmmaking: Theory and Practice</td>
</tr>
<tr>
<td>MSCH-P 335</td>
<td>Production as Criticism</td>
</tr>
<tr>
<td>MSCH-T 410</td>
<td>Media Theory</td>
</tr>
</tbody>
</table>
Cinema and Media Production Courses Include:

- MSCH-A 420 Advertising Concepts and Copywriting
- MSCH-D 337 New Media
- MSCH-D 435 Advanced Projects in Web Design
- MSCH-F 306 Writing Media Criticism
- MSCH-F 326 Authorship in the Media
- MSCH-F 331 Video Documentary
- MSCH-F 375 Race, Gender, and Representation
- MSCH-F 392 Media Genres
- MSCH-H 399 Reading for Honors
- MSCH-H 499 Senior Honors Thesis
- MSCH-I 382 Internship in Media
- MSCH-I 491 Undergraduate Full-Time Media Internship
- MSCH-I 492 Media Internship
- MSCH-I 497 Telecommunications Field Experience
- MSCH-J 303 Online Journalism
- MSCH-J 344 Photojournalism Reporting
- MSCH-J 362 Journalism Multimedia Storytelling
- MSCH-J 385 Television News
- MSCH-J 415 Literary Journalism
- MSCH-J 418 Field Experiences in Journalism
- MSCH-J 425 Supervision of Student Media
- MSCH-J 444 Advanced Photojournalism
- MSCH-J 463 Graphic Design I
- MSCH-J 464 Infographics
- MSCH-J 465 Graphic Design II
- MSCH-M 330 Production Management
- MSCH-M 411 Media Industries and Cultural Production
- MSCH-M 413 Global Media Issues
- MSCH-M 416 Program Analysis and Criticism
- MSCH-P 331 Scriptwriting
- MSCH-P 335 Production as Criticism
- MSCH-P 353 Audio Production
- MSCH-P 354 Program Graphics and Animation
- MSCH-P 356 TV Studio Production
- MSCH-P 360 Motion Picture Production
- MSCH-P 361 Intermediate Motion Picture Production
- MSCH-P 369 Sound Design
- MSCH-P 434 Documentary Filmmaking: Theory and Practice
- MSCH-P 435 Documentary Production
- MSCH-P 436 Advanced Production Workshop
- MSCH-P 437 WTIU Production Workshop
- MSCH-P 438 Experiments with the Film Camera
- MSCH-P 460 Advanced Motion Picture Production
- MSCH-R 321 Principles of Creative Advertising
- MSCH-R 460 Advanced Games and Interactive Media
- MSCH-S 445 Sports and Television
- MSCH-S 471 Applying Theory to Media Design
- MSCH-T 410 Media Theory

2. **One 9 credit hour media specialization**
6. Media Technologies and Cultures Requirements and Course Lists:

Media Technologies and Cultures students should choose one of the core courses linked to this concentration.

1. **15 credit hours of Media Technologies and Cultures coursework with special attention paid to**
   - historical approaches to media technologies
   - theoretical or philosophical approaches to media technologies
   - global and transnational approaches to media technologies
   - concerns of identity (race, gender, sexuality, disability) for media technologies

   MSCH-A 315 Advertising and Consumer Culture
   MSCH-D 337 New Media
   MSCH-D 429 Cyberpublics
   MSCH-F 306 Writing Media Criticism
   MSCH-F 309 Images of War and Peace in Public Culture
   MSCH-F 311 Media History
   MSCH-F 336 Using Popular Culture
   MSCH-F 375 Race, Gender, and Representation
   MSCH-F 391 Media Audiences
   MSCH-F 392 Media Genres
   MSCH-F 398 National and Transnational Cinemas
   MSCH-F 420 Topics in Media History
   MSCH-H 399 Research for Honors
   MSCH-I 497 Independent Study in Media Studies
   MSCH-I 382 Internship in Media
   MSCH-J 450 History of Journalism
   MSCH-J 470 Broadcast Media Analysis
   MSCH-P 335 Production as Criticism
   MSCH-P 434 Documentary Filmmaking: Theory and Practice
   MSCH-M 411 Media Industries and Cultural Production
   MSCH-M 413 Global Media Issues
   MSCH-T 410 Media theory

2. **One 9 credit hour media specialization**
Bachelor of Arts in Media Specializations—Requirements and Course List

- Media Specializations consist of 9 credit hours at the 300/400 level;
- Students must earn at least a C- for a course to satisfy a specialization requirement;
- Students must have at least a 2.000 CGPA in courses completed for a specialization.

The following specializations are available:

- Audio Journalism
- Broadcast Journalism
- Creative Industry Management
- Digital Journalism
- Game Art
- Game Audio
- Global Media
- Game Production
- Graphic Communication
- Health Communication
- Media and Creative Advertising
- Media and Diversity
- Media Law and Ethics
- Media Persuasion
- Media Psychology
- Media Research
- New Media Marketing
- News Writing
- Photojournalism
- Politics and Media
- Public Relations and Strategic Communication
- Sex, Gender and Media
- Video Journalism
- Web

### Audio Journalism

1. Students must also complete one advanced writing course from this list (3 credit hours):

<table>
<thead>
<tr>
<th>MSCH-J 497 Online Journalism</th>
<th>MSCH-J 342 Magazine Reporting</th>
</tr>
</thead>
<tbody>
<tr>
<td>MSCH-J 316 Feature Writing</td>
<td>MSCH-J 343 Broadcast News</td>
</tr>
<tr>
<td>MSCH-J 341 Newspaper Reporting</td>
<td></td>
</tr>
</tbody>
</table>

2. Students must complete two advanced skills courses from the following (6 credit hours):

<table>
<thead>
<tr>
<th>MSCH-J 497 Online Journalism</th>
<th>MSCH-J 401 Depth Reporting</th>
</tr>
</thead>
<tbody>
<tr>
<td>MSCH-J 362 Multimedia Storytelling</td>
<td>MSCH-J 360 Journalism Specialties</td>
</tr>
<tr>
<td>MSCH-J 343 Broadcast News</td>
<td>(Approved topics)</td>
</tr>
<tr>
<td>MSCH-P 353 Audio Production</td>
<td>MSCH-J 418 Field Experience Journalism,</td>
</tr>
<tr>
<td>MSCH-J 353 Advanced Broadcast News</td>
<td>MSCH-J 460 Topics Colloquium</td>
</tr>
</tbody>
</table>

### Broadcast Journalism

1. Students must complete one advanced writing course from this list (3 credit hours):

<table>
<thead>
<tr>
<th>MSCH-J 497 Online Journalism</th>
<th>MSCH-J 341 Newspaper Reporting</th>
</tr>
</thead>
<tbody>
<tr>
<td>MSCH-J 316 Feature Writing</td>
<td>MSCH-J 342 Magazine Reporting</td>
</tr>
<tr>
<td>MSCH-J 341 Newspaper Reporting</td>
<td></td>
</tr>
</tbody>
</table>
MSCH-J 343 Broadcast News

2. Students must complete two advanced skills courses from the following list (6 credit hours):

MSCH-J 343 Broadcast News
MSCH-J 353 Advanced Broadcast News
MSCH-J 385 Television News
Approved topics of
MSCH-J 360 Journalism Specialties
MSCH-J 418 Field Experience Journalism
MSCH-J460 Topics Colloquium

Creative Industry Management:
MSCH-M 330 Production Management
MSCH-M 411 Media Industries and Cultural Production
MSCH-M 446 Telecommunications Management

Digital Journalism
MSCH-J 360 Journalism Specialties
(Approved topic: Web Design)
MSCH-J 464 Infographics
M3xx: Data Journalism (Under Development)

Game Art
MSCH-G 320 Game Art and Sound
MSCH-G 410 Game Art I
MSCH-G 420 Game Art II

Game Audio
MSCH-P 369 Sound for Games (TEL-T 369)
MSCH-G 431 Sound in Playable Media (TEL-T 540 Sounds, Images, Interactivity).
MSCH-G 432 Scoring for Narrative Media (TEL-T 452)

Game Production
MSCH-C 221 Introduction to Media Programming (OR INFO-I 110) Upper-level programming needed
MSCH-G 300 Game Production I (TEL-T 361)
MSCH-G 400 Game Production II (TEL-T 461)

Global Media
INTL-I 305 Advanced Topics in International Communication and the Arts
MSCH-F 392 History of European Film I
MSCH-F 394 History of European Film II
MSCH-F 398 National Cinemas
MSCH-F 413 Global Villages
MSCH-J 418 Field Experience in Journalism
MSCH-J 448 Global Journalism: Research and Issues
MSCH-J 460 Topics Colloquium
   (Approved topics: Conflict, Terrorism and Humanitarianism, Muslims & the Media)
MSCH-V 418 Global Media Issues

**Graphic Communication**

1. Students must complete one advanced writing course from this list (3 credit hours):

   MSCH-J 497 Online Journalism
   MSCH-J 316 Feature Writing
   MSCH-J 341 Newspaper Reporting
   MSCH-J 342 Magazine Reporting
   MSCH-J 343 Broadcast News

2. Students must complete two advanced skills courses from the following list (6 credit hours):

   MSCH-J 362 Multimedia Storytelling
   MSCH-J 360 Web Design
   MSCH-J 463 Graphic Design 1
   MSCH-J 464 Infographics
   MSCH-J 465 Graphic Design 2
   MSCH-J 460 Topics Colloquium
   MSCH-J 360 Journalism Specialties
   MSCH-J 418 Field Experience
   MSCH-J 418 Field Experience
   MSCH-J 447 Race, Crime, and Media

**Health Communication**

MSCH-F 410 Sex and Media
MSCH-R 414 Public Media Campaigns
MSCH-F 451 Topical Seminars in Media and Society
   (Approved topics: Media Violence, Media and the Body)
MSCH-F 451 Health Care in America

**Media and Creative Advertising (Choose 3):**

MSCH-A 315 Advertising and Consumer Culture
MSCH-A 320 Principles of Creative Advertising
MSCH-A 337 Electronic Media & Creative Advertising
MSCH-A 420 Advertising Concepts
MSCH-A 441 Advanced Advertising Strategies

**Media and Diversity**

AAAD-A 330 African American Cinematic Experience
AAAD-A 359 Ethnic/Racial Stereotypes in American Film
AAAD-A 430 The Cinema of Africana Women
AAAD-A 447 Race, Crime, and Media
LATS-L 302 Latinos in the Media
MSCH-F 326 Media Authors (approved topic: Spike Lee)
MSCH-F 375 Race, Gender & the Media
MSCH-J 360 Journalisms Specialties (Approved topic: Diversity in the Newsroom)

**Media Law and Ethics**
- MSCH-J 300 Communications Law
- MSCH-J 317 Media Ethics and Professional Responsibility
- MSCH-J 407 News Gathering and the Law
- MSCH-J 410 Media as Social Institutions
- MSCH-L 322 Policymaking in Telecommunications
- MSCH-L 424 Telecommunications and the Constitution

**Media Persuasion**
- MSCH-A 316 Advertising and Consumer Culture
- MSCH-A 337 Electronic Media & Creative Advertising
- MSCH-A 347 Promotion & Marketing
- MSCH-J 423 Public Opinion
- MSCH-L 312 Politics and Media
- MSCH-R 424 Public Media Campaigns
- MSCH-S 315 Media Processes & Effects

**Media Psychology**
- MSCH-A 315 Processes and Effects
- MSCH-S 317 Children and Media
- MSCH-T 445 Sports and Media
- MSCH-J 470 Broadcast Media Analysis
- MSCH-T 471 Applying Theory to Design
- MSCH-F 451 Topical Seminar in Media and Society (Approved topics: Media and Violence, The Appeal of Entertainment, Media and Morality)

**Media Research**
- MSCH-C 213 Introduction to Media Science
- MSCH-A 315 Media Processes and Effects
- MSCH-S 348 Audience Analysis
- MSCH-T 471 Applying Theory to Design
- MSCH-T 498 Projects in Media
- PSY-K 300 Statistical Techniques
- PSY-K 310 Statistical Techniques
- SOC-S 371 Statistics for Sociology

**New Media Marketing:**
- MSCH-A 337 Electronic Media Advertising
- MSCH-A 4XX Marketing and Social Networks
- MSCH-T 490 Capstone Projects in Media
**News Writing**

- MSCH-J 303 Online Journalism
- MSCH-J 341 News Reporting
- MSCH-J 342 Magazine Reporting
- MSCH-J 351 News Editing
- MSCH-J 352 Magazine Editing
- MSCH-J 360 Relevant Journalism Specialties (including Reporting The World From Home)
- MSCH-J 401 Depth Reporting & Editing
- MSCH-J 418 Field Experience Courses that count as skills courses (Japan and Kenya/Uganda)
- MSCH-J 460 Topics Colloquium (Approved topics: Story Mechanics, Words & Pictures, 812 Magazine, News Bureau, Investigative Journalism)

**Photojournalism**

1. Students must complete one advanced writing course from this list (3 credit hours):

   - MSCH-J 497 Online Journalism
   - MSCH-J 316 Feature Writing
   - MSCH-J 341 News Reporting

2. Students must complete two advanced skills courses from the following list (6 credit hours):

   - MSCH-J 344 Photojournalism Reporting
   - MSCH-J 354 Photojournalism Editing
   - MSCH-J 444 Advanced Photojournalism
   - Approved topics of MSCH-J 360 Journalism Specialties MSCH-J 418 Field Experience Journalism
   - MSCH-J 460 Topics Colloquium

**Politics and Media**

- MSCH-L 312 Politics and Media
- MSCH-R 321 Policymaking in Telecommunications
- MSCH-J 410 Media as Social Institutions
- MSCH-R 414 Public Communication Campaigns
- MSCH-J 423 Public Opinion
- MSCH-F 445 Media, Culture, and Politics
- PSY-P 449 Social Psychology of Public Opinion
- MSCH-F 451 Topical Seminars in Media and Society (Approved topics: Comedic News)
- MSCH-J 470 Broadcast Media Analysis

**Public Relations and Strategic Communication**

1. Students must also complete one advanced writing course (3 credit hours):

   - MSCH-J 349 Public Relations Writing
2. Students must complete two advanced skills courses (6 credit hours):

- MSCH-J 341 PR Planning & Research
- MSCH-J 429 PR Campaigns

**Sex, Gender and Media**

- AAAD-A 430 The Cinema of Africana Women
- GNDR-G 310 Representation and the Body
- GNDR-G 325 Technologies of Gender
- GNDR-G 330 Looking Like a Feminist: Visual Culture and Feminist Theory
- INTL-I 425 Gender: International Perspectives
- MSCH-F 375 Race, Gender, and Media
- MSCH-F 410 Sex in the Media
- MSCH-F 420 Topics in Media History (Approved topics)
- MSCH-F 451 Topical Seminar in Media and Society (Approved topic Nature, Role and Effects of Pornography)
- SOC-S 422 Constructing Sexuality

**Video Journalism**

1. Students must complete one advanced writing course from this list (3 credit hours):

- MSCH-J 497 Online Journalism
- MSCH-J 343 Broadcast News
- MSCH-J 341 Newspaper Reporting
- MSCH-J 342 Magazine Reporting
- MSCH-J 343 Broadcast News

2. Students must complete two advanced skills courses from the following list (6 credit hours):

- MSCH-J 497 Online Journalism
- MSCH-J 343 Broadcast News
- MSCH-J 362 Multimedia Storytelling

Approved topics of

- MSCH-J 360 Journalism Specialties
- MSCH-J 418 Field Experience Journalism
- MSCH-J 460 Topics Colloquium

**Web**

- INFO-I 300 Interface Design
- INFO-I 308 Information Representation
- INFO-A 348 Mastering the World Wide Web
- MSCH-V 334 Special Topics
- MSCH-V 401 Senior Seminar in Media
The Bachelor of Arts in Journalism

Students pursuing the B.A.J. will complete the 12-credit Media School core as well as a 15-credit concentration in either News Reporting and Editing or Public Relations, and an approved 9-credit specialization associated with their concentration. This overall design provides students with a liberal arts education and includes the necessary training and tools to thrive in our digital era. Media School undergraduates will be trained to think critically, creatively and independently. They will learn to conduct research, evaluate information, and write and edit using the forms and styles appropriate to a variety of media. In addition to completing coursework and requirements specific to the B.A.J., students will also complete a second concentration associated with the B.A. in Media or a College-approved certificate or minor.

Purpose

Students in pursuing the Bachelors of Arts in Journalism degree learn to read, think, and communicate clearly, critically, and creatively. The program is committed to liberal education in the arts and sciences as well as to professional training in the skills of journalism and mass communication. IU Journalism believes that both breadth and depth of learning must characterize the undergraduate experience. To this end, the Bachelor of Arts in Journalism degree emphasizes:

- development of strong skills in writing, critical thinking, independent learning, mathematics, foreign language, computers, and new information technologies;
- exposure to a broad range of course work in the liberal arts and sciences, both in the College of Arts and Sciences and in the liberal arts courses within IU Journalism;
- understanding of cultures outside the United States and of minority cultures within the United States;
- training in the professional skills of journalism and mass communication, including reporting, writing, editing, visual communication, new communications technology, and collaborative group work; training in statistical analysis and quantitative and qualitative research methods;
- awareness of the institutions, processes, and effects of mass media in society;
- in-depth exploration of a subject other than journalism and mass communications;
- preparation for a lifetime of learning.

Concentration in News Reporting and Editing—Bachelor of Arts in Journalism

The News Reporting and Editing concentration of the B.A.J. combines foundational journalism courses with courses focused on various forms of reporting and editing that use writing, photography, video recording, audio recording and graphic design to present truthful and reliable messages to a wide range of audience types. The 3 course specializations in News Writing, Photojournalism, Broadcast Journalism, Video Journalism, Audio Journalism and Graphic Communication will provide news students with the opportunity to develop, practice, and master high level reporting and editing skills applied to specific media within a context of journalism theory and ethics, thereby preparing them for careers with news organizations employing a wide spectrum of media technologies.
B.A.J. Required Courses

1) The Media School Core (12 credit hours):

- MSCH-C 101 “Media”
- Managing Media: 1 course from the approved list
- Thinking Media: 1 course from the approved list
- Making Media: 1 course from the approved list

2) Students in the News Reporting and Editing concentration must complete the following four course (12 credit hours):

- MSCH-C 225 Reporting, Writing & Editing (from Making Media and required by ACEJMC), (formerly J200)
- MSCH-C 226 Visual Communication (from Making Media and required by ACEJMC) (formerly J210)
- MSCH-J 300 Communication Law (required by ACEJMC)
- MSCH-J 410 Media as Social Institutions (required by ACEJMC)

**Students in the News Reporting and Editing concentration may count either MSCH-C 225 or MSCH-C 226 towards completion of the Making Media requirement of the core.**

2) An approved statistics course chosen from: MATH K310, PSY K300 or K310, LAMP L316, STAT S300 or S303, or SPEA-K 300 or K310.

**This course counts towards partial satisfaction of the CASE N&M Breadth of Inquiry requirement**

3) Students must also complete one research course from this list (3 credit hours):

- MSCH-J 470 Broadcast Media Analysis
- MSCH-J 407 Newsgathering and the Law
- MSCH-J 409 Media Management
- MSCH-J 423 Public Opinion
- MSCH-J 448 Global Journalism: Issues. & Research
- MSCH-J 450 History of Journalism
- MSCH-J 460 Approved Topics Colloquium
- MSCH-J 470 Broadcast News Analysis

4) One specialization approved for News Reporting and Editing including a capstone project or seminar (9 credit hours) chosen from the following list:

1. Audio Journalism
2. Broadcast Journalism
3. Graphic Communication
4. News Writing
5. Photojournalism
6. Video Journalism

5) A second concentration of at least 24 credit hours that may include a second Media School concentration, a College approved certificate or a College approved minor.

Students must also complete the B.A. degree requirements of the College of Arts and Sciences.
Concentration in Public Relations—Bachelor of Arts Journalism

Students pursuing the Public Relations concentration of the B.A.J. will combine foundational journalism courses with public relations coursework focusing on principles, concepts, research and application of best practices in developing and managing effective communication campaigns. The required 3 course specialization in Public Relations and Strategic Communication will provide PR students with the opportunity to develop, practice, and launch a public relations campaign, thereby honing the necessary skills to pursue careers with public relations and advertising agencies, corporations or nonprofit organizations.

Required Courses

Students in the Public Relations concentration of the B.A.J. will complete 36 credit hours comprised of The Media School Core (12 credit hours), the Public Relations Concentration (15 credit hours), and an approved Public Relations and Strategic Communications Specialization (9 credit hours).

1) The Media School Core (12 credit hours):
   a. MSCH-C 101 Media
   b. Managing Media 1 course from approved list
   c. Thinking Media 1 course from approved list
   d. Making Media 1 course from approved list

2) The Public Relations Concentration Requirements and Courses (15 credit hours):
   Students must complete the following four courses (12 credit hours):
   MSCH-C 225 Reporting, Writing & Editing from Making Media and required by ACEJMC, (formerly J200)
   MSCH-C 226 Visual Communication from Making Media and required by ACEJMC (formerly J210)
   MSCH-J 300 Communication Law required by ACEJMC
   MSCH-J 410 Media as Social Institutions required by ACEJMC

   **Students in the Public Relations concentration may count either MSCH-C 225 or MSCH-C 226 towards completion of the Making Media requirement of the core.

3) MSCH-R 321 Principles of Public Relations

4) An approved statistics course chosen from: MATH K310, PSY K300 or K310, LAMP L316, STAT S300 or S303, or SPEA-K 300 or K310.
**This course counts towards partial satisfaction of the CASE N&M Breadth of Inquiry requirement**

5) 9 credit hours in the Public Relations & Strategic Communication specialization to include a capstone **project or seminar**

3. Students must also complete one advanced writing course (3 credit hours):

   MSCH-J 349 Public Relations Writing

4. Students must complete two advanced skills courses (6 credit hours):

   MSCH-J 341 PR Planning & Research  
   MSCH-J 429 PR Campaigns

5) A second concentration of at least 24 credit hours that may include a second Media School concentration, a College approved certificate or a College approved minor.

Students must also complete the B.A. degree requirements of the College of Arts and Sciences.

**Bachelor of Arts in Journalism—Second Concentrations:**

Students must complete a second concentration of at least 24 credit hours.

The second concentration may include:

1. A certificate included in the College of Arts and Sciences Bulletin
2. A concentration from the B.A. in Media
3. One of the approved second concentrations available outside the College as listed below.

With written approval from the Director of Undergraduate Studies (DUS) students have the option to complete:

4. A second concentration following the major requirements of any College of Arts and Sciences departments offering the B.A. degree. This option is not a second degree from the College of Arts and Sciences.

5. A split-second concentration, incorporating courses from two or more departments. Students must propose selected courses in consultation with a full-time journalism faculty member and complete a written explanation of the educational value or goal of their choice. The selection of courses and the rationale should show evidence of a coherent body of knowledge. The faculty member must sign the application and submit it to the chair for final approval.

Second Concentration Policies
• Students must meet with an advisor of the department offering the certificate, obtain the advisor's signature on a planned program, and submit a copy of the program to the Media School advisor.

• Students must complete a minimum of 24 credit hours of courses approved for the certificate.

• Students must earn a C- or higher in each course and a grade point average of at least 2.0 in all courses taken for the second concentration (exceptions: see Business and Informatics below).

Approved second concentrations and requirements from across the Bloomington campus.

Kelley School of Business
Students must earn a C- or higher in all BUS courses with the exception of K 201, in which a grade of C or higher is required. All 300-level BUS courses must be taken on the IU Bloomington campus with the exception of Z 302, which may be taken at IUPUI, and none of the BUS courses used for the business concentration may be taken in a self-paced, independent study format. Students may complete one of the following options, each of which will earn them a minor as well:

1. Financial Literacy (24 cr.)
Complete ECON-E 201 Introduction to Microeconomics (3 cr.)
Complete these five business courses (15 cr.):
  • A 200 Foundations of Accounting (BUS-A 201 or A 202 may be substituted for A 200)
  • K 201 The Computer in Business
  • F 260 Personal Finance
  • F 262 Financial Markets
  • F 300 Introduction to Financial Management (p. BUS-A 200, A 201 or A 202)

Complete two of the following business courses (6 cr.)
  • L 201 Legal Environment of Business
  • M 300 Introduction to Marketing (p. BUS-A 200, A 201 or A 202)
  • P 300 Introduction to Operations Management (p. BUS-A 200, A 201 or A 202)
  • G 300 Introduction to Management Economics
  • R 300 Principles of Real Estate
  • Z 302 Managing and Behavior in Organizations or J 306 Strategic Management and Leadership (p. junior standing)

2. Business (24 cr.)
Complete ECON-E 201 Introduction to Microeconomics (3 cr.)
Complete these business courses (9 cr.):
  • A 200 Foundations of Accounting (BUS-A 201 or A 202 may be substituted for A 200)
  • K 201 The Computer in Business
• L 201 Legal Environments of Business

Complete four of the following business courses (12 cr.)
• F 300 Introduction to Financial Management (p. BUS-A 200, A 201 or A 202)
• G 300 Introduction to Management Economics
• M 300 Introduction to Marketing (p. BUS-A 200, A 201 or A 202)
• P 300 Introduction to Operations Management (p. BUS-A 200, A 201 or A 202)
• Z 302 Managing and Behavior in Organizations or J 306 Strategic Management and Leadership (p. junior standing)

3. Entrepreneurship and Small Business Management (24 cr.)
Complete ECON-E 201 Introduction to Microeconomics (3 cr.)
Complete these six business courses (18 cr.):
• A 200 Foundations of Accounting (BUS-A 201 or A 202 may be substituted for A 200)
• K 201 The Computer in Business
• L 201 Legal Environments of Business or BUS-L 311 Law for Entrepreneurs
• W 212 Exploring Entrepreneurship
• M 300 Introduction to Marketing (p. BUS-A 200, A 201 or A 202)
• W 300 Small Business Management (p. BUS-A 200, A 201 or A 202)

Complete one of the following business courses (3 cr.):
• F 300 Introduction to Financial Management (p. BUS-A 200, A 201 or A 202)
• G 300 Introduction to Managerial Economics
• P 300 Introduction to Operations Management (p. BUS-A 200, A 201 or A 202)
• Z 302 Managing and Behavior in Organizations (p. junior standing)
• J 306 Strategic Management and Leadership (p. junior standing)

4. Marketing (24 cr.)
Complete ECON-E 201 Introduction to Microeconomics (3 cr.)
Complete these five business courses (15 cr.):
• A 200 Foundations of Accounting (BUS-A 201 or A 202 may be substituted for A 200)
• K 201 The Computer in Business
• L 201 Legal Environments of Business
• M 300 Introduction to Marketing (p. BUS-A 200, A 201 or A 202)
• M 311 Introduction to Marketing Communication or M 312 Retail Marketing Management (p. BUS-M 300)

Complete two of the following business courses (6 cr.):
• M 311 Introduction to Marketing Communication or M 312 Retail Marketing Management (whichever was not used above) (p. BUS-M 300)
• F 300 Introduction to Financial Management (p. BUS-A 200, A 201 or A 202)
• G 300 Introduction to Managerial Economics
• P 300 Introduction to Operations Management (p. BUS-A 200, A 201 or A 202)
• Z 302 Managing and Behavior in Organizations or J 306 Strategic Management and Leadership (p. junior standing)
**Education—Secondary Teacher Certification**
Courses are limited to those required for high school teacher certification. IU Journalism cooperates with the School of Education in preparing students to teach journalism in high school. Interested students should see Teresa White, High School Journalism Institute, Ernie Pyle Hall 215-A, Bloomington, (812) 855-9822.

**Informatics**
Students must complete the Certificate in Informatics, which is 27 credit hours. A minimum grade of C in all courses taken for the certificate is required.

**Jacobs School of Music**
At least 14 credit hours of K, M, T, or Z courses (excluding Z 110) are required. Applied music courses must be in private instruction in one instrument. No ensemble work may apply.

**School of Public Health**
Students must complete one of four SPH minors:
- Kinesiology Minor (plus additional SPH courses from the minor list to total 24 credit hours).
- Minor in Tourism, Hospitality, and Event Management (plus additional SPH courses from the minor list or the Tourism, Hospitality, and Event Management major list to total 24 credit hours)
- Sports Marketing and Management Minor (plus additional SPH courses from the minor list or the Sport Marketing and Management major list to total 24 credit hours)
- Event Planning Minor (plus additional SPH courses from the minor list or the Tourism, Hospitality, and Event Management major list to total 24 credit hours)

**Public and Environmental Affairs (SPEA)**
Students can complete any of the SPEA minors or certificates transcripted by the College and additional SPEA courses to total 24 credit hours.

**Bachelor of Arts in Journalism—Approved Specializations:**
There are six approved Journalism specializations: Photojournalism, Broadcast Journalism, Video Journalism, Audio Journalism, Graphic Communication, and News Writing.

They all require:
- 9 credit hours of coursework at the 300/400 level;
- 6 credit hours of advanced coursework in a recognized sub-discipline within the field of journalism;
- An advanced writing course.

1) **News Writing**
1. Students must also complete one advanced writing course from this list (3 credit hours):
   - MSCH-J 497 Online Journalism
   - MSCH-J 316 Feature Writing
   - MSCH-J 341 News Reporting
   - MSCH-J 342 Magazine Reporting
   - MSCH-J 343 Broadcast News

2. Students must complete two advanced skills courses from the following (6 credit hours):
   - MSCH-J 497 Online Journalism
   - MSCH-J 316 Feature Writing
   - MSCH-J 341 News Reporting
   - MSCH-J 342 Magazine Reporting
   - MSCH-J 352 News Editing
   - MSCH-J 343 Broadcast News
   - MSCH-J 352 Magazine Editing
   - MSCH-J 401 Depth Reporting
   - Approved topics of MSCH-J 360 Journalism Specialties,
   - MSCH-J 418 Field Experience Journalism,
   - MSCH-J 460 Topics Colloquium

2) Photojournalism

1. Students must complete one advanced writing course from this list (3 credit hours):
   - MSCH-J 497 Online Journalism
   - MSCH-J 316 Feature Writing
   - MSCH-J 344 Photojournalism Reporting
   - MSCH-J 343 Broadcast News
   - MSCH-J 354 Photojournalism Editing
   - MSCH-J 444 Advanced Photojournalism

2. Students must complete two advanced skills courses from the following list (6 credit hours):
   - MSCH-J 344 Photojournalism Reporting
   - Approved topics of MSCH-J 360 Journalism Specialties
   - MSCH-J 418 Field Experience Journalism
   - MSCH-J 460 Topics Colloquium

3) Broadcast Journalism

1. Students must complete one advanced writing course from this list (3 credit hours):
   - MSCH-J 497 Online Journalism
   - MSCH-J 316 Feature Writing
   - MSCH-J 341 Newspaper Reporting
   - MSCH-J 342 Magazine Reporting
   - MSCH-J 343 Broadcast News

2. Students must complete two advanced skills courses from the following list (6 credit hours):
   - MSCH-J 343 Broadcast News
   - MSCH-J 353 Advanced Broadcast News
4) Video Journalism

1. Students must complete one advanced writing course from this list (3 credit hours):

   MSCH-J 497 Online Journalism
   MSCH-J 316 Feature Writing
   MSCH-J 341 Newspaper Reporting
   MSCH-J 342 Magazine Reporting
   MSCH-J 343 Broadcast News

2. Students must complete two advanced skills courses from the following list (6 credit hours):

   MSCH-J 497 Online Journalism
   MSCH-J 343 Broadcast News
   MSCH-J 362 Multimedia Storytelling
   Approved topics of
   MSCH-J 360 Journalism Specialties
   MSCH-J 418 Field Experience Journalism
   MSCH-J460 Topics Colloquium

5) Audio Journalism

1. Students must also complete one advanced writing course from this list (3 credit hours):

   MSCH-J 497 Online Journalism
   MSCH-J 316 Feature Writing
   MSCH-J 341 Newspaper Reporting
   MSCH-J 342 Magazine Reporting
   MSCH-J 343 Broadcast News

2. Students must complete two advanced skills courses from the following (6 credit hours):

   MSCH-J 497 Online Journalism
   MSCH-J 362 Multimedia Storytelling
   MSCH-J 343 Broadcast News
   MSCH-P 353 Audio Production
   MSCH-J 353 Advanced Broadcast News
   MSCH-J 401 Depth Reporting
   MSCH-J 401 Depth Reporting
   MSCH-J 360 Journalism Specialties
   (Approved topics)
   MSCH-J 418 Field Experience Journalism,
   MSCH-J 460 Topics Colloquium

6) Graphic Communication

1. Students must complete one advanced writing course from this list (3 credit hours):

   MSCH-J 497 Online Journalism
   MSCH-J 316 Feature Writing
   MSCH-J 341 Newspaper Reporting
2. Students must complete two advanced skills courses from the following list (6 credit hours):

<table>
<thead>
<tr>
<th>Course</th>
<th>Course</th>
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<tbody>
<tr>
<td>MSCH-J 362 Multimedia Storytelling</td>
<td>MSCH-J 465 Graphic Design 2</td>
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<tr>
<td>MSCH-J 360 Web Design</td>
<td>Approved topics of</td>
</tr>
<tr>
<td>MSCH-J 463 Graphic Design 1</td>
<td>MSCH-J 360 Journalism Specialties</td>
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<tr>
<td>MSCH-J 464 Infographics</td>
<td>MSCH-J 418 Field Experience Journalism</td>
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<tr>
<td></td>
<td>MSCH-J460 Topics Colloquium</td>
</tr>
</tbody>
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The Bachelor of Science in Game Design

Purpose

The B.S. in Game Design takes a social systems approach to game design, emphasizing the creative symbiosis that develops when game designers combine the age-old arts of storytelling and illustration with powerful new media platforms and state-of-the-art animation to translate their vision into compelling virtual realities. Viewed as social system design, game design can be seen as the engineering of human social spaces. It is not primarily an art or a technology. Game design is a social science. It draws from psychology, economics, political science, sociology, and anthropology. Game design, on this view, is to social science theory what engineering is to physics. Game designers build the same spaces that economists and political theorists analyze. Its closest cousins in the academy are professional programs that involve building environments for people: Architecture, public policy, and law. Students with strong interests in game-programming, graphic design and animation, or music composition and sound production for multi-media will be allowed to count approved courses completed in Informatics, Fine Arts Studio and the Jacob School of Music towards completion of these electives.

Required Courses

Students must complete the following Foundations, Intensive Writing, Mathematics, Foreign Language, Critical Approaches, and Breadth of Inquiry, and Public Oral Communication requirements:

1. Writing, same as for B.A. degree (English Composition, Intensive Writing).
2. Mathematics, fulfilled by major.
3. Foreign language, three semesters in the same language or equivalent proficiency.
4. One Critical Approaches course.
5. Arts and humanities, two courses.
6. Social and historical studies, two courses.
7. Natural and mathematical sciences, fulfilled by major.
8. One course in Public Oral Communication.
9. Culture Studies: Diversity in the United States and Global Civilizations and Cultures, two courses.

Major Requirements

The B.S. in Game Design requirements are as follows:

1. The Media School Core—comprised of
   A. MSCH-C 101 Media—an introductory course that stakes out the large theoretical, ethical and practical concerns that drive teaching and research in The Media School (3 cr.).
B. Three courses from the Media Core—Concept Clusters—(9 cr.).

1. One course in Making Media,
2. One course in Managing Media,
3. One course in Thinking Media.

Students will complete one course from each list. These courses investigate the concepts, skills, and techniques students will learn in their “MSCH” classes as they map onto the complex and rapidly evolving landscape of contemporary media. The core fosters a sense of cohort identity among all majors in The Media School.

2. B.S. Game Design Foundations  (2 courses/6 crs.)
   A. MSCH-C 210 Introduction to Games (MedCoreThnk) (3 cr.)

   B. Chose one of:
      MSCH-C 220 Intr.to Game Prog (MedCoreMak) (3cr) (In Development)
      INFO-I 210 Information Infrastructure I (4 cr.)
      INFO-Z 399 Introduction to Game Programming (4 cr.)

3. Game Design Developmental Skills (3 courses/9crs.)

   MSCH-G 300 Game Production I. (3 cr.)
   MSCH-G 310 Game Design I (3 cr.)
   MSCH-G 320 Game Art and Sound (3 cr.)

4. Electives (mix of courses adding up to at least 15 credit hours)

5. Required advanced courses in game design, production, and publication (5 courses/15crs).
   MSCH-G 400 Game Production II (3 cr.)
   MSCH-G 410 Game Design II (3 cr.)
   MSCH-G 450 Game Workshop I: Prototype (3 cr.)
   MSCH-G 460 Game Workshop II: Demo (3 cr.)
   MSCH-G 470 Game Workshop III: Publication (3 cr.)

**Six hours of the Media Core will be satisfied with Games Foundations Courses MSCH-C 200 The Videogame Industry and MSCH-C 210 Introduction to Games.**

Sample B.S. Game Design Course Sequence and Requirements
**Permanent Media School course numbers have not yet been assigned to these courses which were offered previously using topical Telecommunications classes.

Students must also complete the requirements and procedures listed in this Bulletin under "CASE Credit Hour and Residency Requirements"
Media School Minor Requirements

1. **Global Media**

The minor in Global Media considers media in a global context. Media production, circulation and impacts do not respect regional or national boundaries. Understanding how messages and concepts travel, shape opinion and impact the flow of intellectual capital and social concepts is essential. This program of study provides a set of perspectives and critical tools that allow students pursuing a wide variety of careers to address these issues as they impact their work. The lists of upper-level courses represent a variety of approaches and skills and incorporate the potential for international fieldwork. The role of media as a means of cultural expression and entertainment are represented by the film courses, while a number of courses on the practice of journalism look at this aspect of media as a social institution.

I. **Complete** MSCH-C 101 Media (3 cr)

II. **Complete one of the following two courses from the Media Core lists (3 cr)**
   - MSCH-C 218 Journalism Reporting in a Global World
   - MSCH-C 219 Media in the Global Context

III. **Complete three courses from the following list (9 cr.):**
   - INTL-I 305 Advanced Topics in International Communication and the Arts
   - MSCH-F 393 History of European and American Films I
   - MSCH-F 394 History of European and American Films II
   - MSCH-F 398 National Cinemas
   - MSCH-F 413 Global Villages
   - MSCH-I 418 Field Experiences in Journalism
   - MSCH-J 448 Global Journalism: Issues and Research
   - MSCH-J 460 Topics Colloquium
   - MSCH-V 418 Global Media Issues

Learning Outcomes—students in the Global Media minor will:

- **Categorize** media artifacts from outside the United States according to the communities that produced them and the relationships of these communities to other groups of people;
- **Evaluate** the role of global media in circulating material and messages that negotiate between individual and group identities
- **Interpret** connections between popular and global media content forms and local cultural, social and historical contexts and transnational economic, communication and media networks.
- **Examine** contemporary and historical media topics addressing commercial and non-commercial products and artifacts within a broad range of national, transnational, and global frameworks.
- **Compare** global media content via knowledge of diverse cultural frames of reference, and alternate cultural perspectives.

2. **Media and Creative Advertising**

The Media and Creative Advertising minor provide instruction in the practice and study of advertising, paying close attention to its history, current state of development in a rapidly evolving media landscape and its role in and impacts on contemporary society. The lists of upper-level courses represent a variety of approaches and skills allowing students to engage with advertising from a practical and applied or theoretical perspective depending upon their interests and goals. These classes will provide:
• a critical framework to understand media advertising as a central feature of contemporary society;
• skills-focused courses with a focus on the craft of writing advertising copy;
• an introduction to the current state of advertising in the rapidly evolving media ecosystem;
• comparative study of, and intensive practice in, studies of “old” and “new” media.

Media and Creative Advertising—Required Classes:

I. Complete MSCH-C 101 Media (3 cr.)
   MSCH-C 101 Media

II. Complete one of the following two courses from the Media Core lists (3 cr.)
   MSCH-C 207 Introduction to Telecommunications Industry and Management
   MSCH-C 226 Visual Communication

III. Complete three courses from the following list (9 cr.)
   MSCH-A 315 Advertising and Consumer Culture
   MSCH-A 320 Principles of Creative Advertising
   MSCH-A 337 Electronic Media Advertising
   MSCH-A 420 Advertising Concepts and Copywriting
   MSCH-A 441 Advanced Advertising Strategies

Learning Outcomes—students in the Media and Creative Advertising minor will:
• Recognize the structure, role and impact of major institutions involved in advertising (i.e., local
  through international for-profit corporations and non-profit organizations that reach
  out to customers; advertising agencies; media outlets; marketing research firms)
• Differentiate between systems of self- and government regulation
• Evaluate the intended and unintended consequences of advertising messages and
  campaigns from an ethical perspective.
• Analyze how consumers turn to, avoid, process and are influenced by advertising; and the
  role of advertising in selling products as well as promoting ideas, including those designed
  for the public good.
• Demonstrate practical skills and hands-on experience in designing, creating, managing
  effective advertising messages and campaigns.

3. Media and Diversity

The Media and Diversity minor approaches diversity as an important social principle that is continually
examined, debated and circulated in a wide variety of media. The social concept of diversity has eclipsed
concepts like “integration” in part because the older term was tied to a concept of proximity in space that
could not anticipate the rapid evolution of virtual social spaces such social networks and fora. The
growing importance and understanding of diversity as a broad spectrum of people, ideas and experiences
has paralleled the rapid evolution of the connected world. Courses in this minor examine how media and
mediated experience simultaneously break down old barriers at the same time that new types of digital
divides arise. It connects The Media School curriculum with the teaching and research of faculty from
many units. It also promotes a core feature of the Media School’s mission: the study and analysis of the
interaction of technology and media in the creation of new social, economic and entertainment networks.

I. Complete MSCH-C 101 Media (3 cr.)
MSCH-C 101 Media

II. **Chose one of the following courses from the Media Core lists (3 cr)**
MSCH-C 214 Race, Ethnicity, and the Media
MSCH-C 218 Journalism Reporting in a Global World
MSCH-C 219 Media in the Global Context

III. **Complete three courses from the following list (9 cr)**
AAAD-A 330 African American Cinematic Experience
AAAD-A 359 Ethnic/Racial Stereotypes in American Film
AAAD-A 430 The Cinema of Africana Women
AAAD-A 447 Race, Crime, and Media
LATS-L 302 Latinos in the Media
MSCH-F 326 Authorship in the Media
MSCH-F 375 Race, Gender and Representation
MSCH-J 360 Journalisms Specialties

**Learning Outcomes**—students in the **Media and Diversity** minor will

- **Identify** cultural artifacts and the communities that produced them and may also allow for students to learn about the choices made by individuals and communities as they create, refine, and blend cultures.
- **Recognize** the diverse cultural contexts in media technologies develop and operate recognizing how media shapes and is shaped by issues of race, ethnicity, gender, class, age, sexual orientation, religious practice, and multiple other categories.
- **Discuss** media artifacts and products as works of cultural work of representation impacted by the dynamics of media industries and production including the processes of media circulation, distribution, and exhibition.
- **Question** the reception, uses and impact of media artifacts and products in diverse societies.
- **Investigate** the power dynamics at work throughout technologically-mediated productions, politics, debates, and power relations that construct our everyday, public, and popular lives.
- **Apply** a variety of theoretical and historical concepts and critical techniques to interrogate the construction and dissemination of mediated identities as well as the impact of stereotyping as it has been inscribed and challenged in cinema, television, digital and aural media.

4. **Media Law and Ethics**

The Media Law and Ethics minor studies the intersections of social institutions and practices with issues of professional and individual responsibility. The laws and regulations that govern the organization, content and ownership of media outlets profoundly impact on the shape of our society. Students preparing for careers across the public and private sectors need to understand the historical and contemporary context for a variety of policy debates. This knowledge will help them develop their own ideas about proper conduct and just behavior. This minor incorporates courses on professional ethics and conduct that conform to the national standards set by the American Council on Education in Journalism and Mass Communication as well as the Public Relations Society of America.

I. **Complete MSCH-C 101 Media (3 cr.)**
MSCH-C 101 Media

II. **Chose one of the following courses from the Media Core (3 cr.)**
II. Complete three courses from the following list (9 cr.)
MSCH-J 300 Communications Law
MSCH-L 317 Media Ethics and Professional Responsibility
MSCH-J 407 Newsgathering and the Law
MSCH-J 410 The Media as Social Institutions
MSCH-M 322 Telecommunications Networks
MSCH-L 424 Telecommunications and the Constitution

Learning Outcomes—students in the Media Law and Ethics minor will:
- **Explain** the importance of journalism and media as a complex systems of interrelated institutions, technologies and organizations shaped by a variety of policies, laws, principles that have developed over time with their own history;
- **Relate** the legal foundation for Freedom of Speech in the context of complex issues related to the First Amendment and its importance to debates about media access, intellectual property, libel, slander, pornography, hate speech, and other hotly debated issues.
- **Recognize** the historical and legal significance of the First Amendment, the traditional role of journalism as society’s watchdog, and the rights and responsibilities of journalists.
- **Defend** and support a position on media regulation and/or ethical issue by differentiating an ethical decision from a legal issue.
- **Demonstrate** effective research and communication skills that yield relevant information sources, such as articles, books, Web pages, etc., appropriate to the subject being researched.

5. **Media Persuasion**

The Media Persuasion minor studies the intersection of media messages and technologies with social institutions and individual behaviors. It investigates how media messages are crafted, how they work at both technological and physiological level, with attention paid to their uses and impacts. It sits at the core of The Media School’s mission to investigate the interconnections and intricacies of the contemporary media complex. Students will study the methods and strategies of persuasion in an interdisciplinary context that will provide them with critical perspectives. The minor focuses on the interaction between media, technology and opinion. It provides instruction in both media processes and impacts. Students will develop a framework to assess how contemporary society is being reshaped by media, and this should in turn, help them to determine the best uses and practices we should expect of professionals in the field.

I. Complete MSCH-C 101 Media (3 cr)
MSCH-C 101 Media

II. Chose one of the following two courses from the Media Core lists (3 cr)
MSCH-C 207 Introduction to Telecommunications Industry and Management
MSCH-C 213 Introduction to Media and Society
III. **Complete three courses from the following list (9 cr)**

- MSCH-A 315 Advertising and Consumer Culture
- MSCH-A 337 Electronic Media Advertising
- MSCH-A 347 Promotion and Marketing in Telecommunications
- MSCH-L 312 Politics and the Media
- MSCH-J 423 Public Opinion
- MSCH-R 424 Public Media Campaigns
- MSCH-S 315 Media Processes & Effects

**Learning Outcomes**—students in the **Media Persuasion** minor will

- **Identify** precise persuasion aims for any communities you need to reach via any media or platform by putting into practice the theories of story, formats, creativity, learning, persuasion and audience mapping.
- **Demonstrate** message production, developing and distributing persuasive media (e.g., advertising and public relations), message testing and audience research, media management, marketing, consulting, sales and others.
- **Identify** specific ethical challenges of the media age by describing various approaches to ethical decision making and recognizing the importance of codes of ethics in several persuasive contexts.
- **Produce** creative, powerful, persuasive media campaigns on any subject and in all media.
- **Identify** precise learning and persuasion pathways by aligning realistic aims and target communities with campaigns containing persuasive, engaging stories for maximum impact.

6. **Media, Sex and Gender**

The Media, Sex and Gender minor studies the highly complex and controversial role that mediated messages about sexuality and gender play in contemporary society. The minor allows The Media School to collaborate with a number of departments working on gender in media using their distinctive methods and approaches. The list of upper-level courses represents a variety of approaches and skills allowing students to engage with sexuality and gender by focusing on its construction and representation in film, through the study of these topics as their intersect with technology, as well as the investigation of these phenomena as broadly social constructs. Courses will investigate questions of ethical behavior, pleasure, consumption, and psychological impacts.

I. **Complete MSCH-C 101 Media (3 cr.)**

   MSCH-C 101 Media

II. **Chose one of the two following courses from the Media Core (3 cr)**

   - MSCH-C 212 Gender, Sexuality, and the Media
   - MSCH-C 216 Social Scientific Perspectives on Gender and Media

III. **Complete three courses from the following list (9 cr.)**

   - AAAD-A 430 The Cinema of Africana Women
   - GNDR-G 310 Representation and the Body
   - GNDR-G 330 Looking Like a Feminist: Visual Culture and Critical Theory
   - GNDR-G 325 Technologies of Gender
   - INTL-I 425 Gender: International Perspectives
MSCH-F 375 Race, Gender, and Representation
MSCH-F 410 Sex in the Media
MSCH-F 420 Topics in Media History
MSCH-F 451 Topical Seminar in Media and Society (Approved Topics)
SOC-S 422 Constructing Sexuality

**Learning Outcomes**—students in the **Media, Sex, and Gender** minor will

- **Discuss** how different media and distinct communities create gender and maintain gender categories and systems, and how these circulate and challenges conceptions of gender that intersect with other identity systems and categories such as race, ethnicity, class, age, sexual orientation, religious practice, and multiple other categories.
- **Analyze** cinema, television, digital and aural media and its impact on culture, race, gender, sexuality and other topics. Describe and interrogate questions related to the reception, uses and impact of media artifacts and products.
- **Demonstrate** an appreciation of the history of film, television, and digital media as outlets for aesthetic expression, political mobilization and cultural circulation, situating these discussions within a broad range of national, transnational, and global frameworks.
- **Evaluate** the aesthetic, ideological, and historical aspects of media artifacts and products as works of cultural work of representation impacted by the processes of media circulation, distribution, and exhibition.
- **Identify** the diverse cultural contexts and power dynamics at work in the wide spectrum of social, technological, digital, material, visual, auditory, and screen media cultures as the choices made by individuals and communities as they create, refine, and blend cultures.
Media School Courses

Media Core Courses

Managing Media

**MSCH-C 200 The Videogame Industry: Systems and Management (3 cr.) CASE S&H** Examines what games are how they are made. Topics include: the games industry—its creative dimensions and economic structures; its history and future; the organization of game development teams; the methods and tools used in game production. Students will gain a deeper and more detailed appreciation for this rapidly evolving, fascinating, and sometimes baffling industry. Credit given for only one of MSCH-C 200 or TEL-T 260.

**MSCH-C 206 Media Reporting in a Global World (3 cr.)** The goal of the course is for students to understand and articulate the issues in global journalism and the role of the media as a participant in shaping societies. Credit given for only one of MSCH-C 206 or JOUR-J 206.

**MSCH-C 207 Introduction to Media Industry and Management (3 cr.) CASE S&H** Introductory analysis, using a case-study method, of how media industries such as broadcasting, cable, and telephone are structured, funded, and regulated; how media organizations create and market programs and products, and how they manage their operations. Credit given for only one of MSCH-C 207 or TEL-T 207.

Thinking Media

**MSCH-C 210 Introduction to Games (3 cr.)** Introduces the idea of games systems by breaking down games into their different components to build a deep game literacy. Students will learn how to: learn a new game quickly; teach complex games to others; recognize and excel at the many different games played in everyday life. Where most courses have readings, this course has “gamings,” required games for students to play and learn. Credit given for only one of MSCH-C 210 or TEL-T 366.

**MSCH-C 211 Screening Gender and Sexuality (3 cr.) CASE S&H** Critically examines how gender and sexuality are mediated through screen and audio-visual media (including film, video, television, radio, internet) and their cultural contexts. Using humanities approaches, topics might focus on popular media production; various genres, movements, and media cycles; specific cultural and historical contexts; impacts of technological change. Screenings may be required.

**MSCH-C 212 Screening Race and Ethnicity (3 cr.) CASE S&H, CASE DUS** Critically examines how race and/or ethnicity are mediated through screen and audio-visual media (including film, video, television, radio, internet) and their cultural contexts. Using humanities approaches, topics might focus on representations and debates within mainstream, art, or alternative media. May address histories of race, racism, and racial justice. Screenings may be required.

**MSCH-C 213 Introduction to Media and Society (3 cr.) CASE S&H** This course examines the construction of social meaning associated with mediated messages as well as the range of uses and
consequences of exposure to mediated messages in individuals, groups, organizations, and society. Credit given for only one of MSCH-C 213 or TEL-T 205.

**MSCH-C 214 Race, Prejudice, and the Media (3 cr.) CASE S&H, CASE DUS** This course addresses the psychology of racial prejudice and stereotyping and uses this social-scientific framework to examine the impact of media portrayals. We will focus on how race influences our media consumption decisions and how exposure to certain media messages (in entertainment, news, music, video games) could change racial stereotypes. Credit given for only one of MSCH-C 214 or TEL-T 191.

**MSCH-C 215 Videogames: History and Social Impact (3 cr.) CASE S&H** Covers the origin and development of the videogame. Topics include the location and platforms for gaming (arcades, home game consoles, personal computers); social and cultural impacts (stereotypes, gender roles, media effects, violence, regulation and intellectual property); new gaming trends (mobile and social gaming, free-to-play, and cloud gaming). Credit given for only one of MSCH-C 215 or TEL-T 160.

**MSCH-C 216 Social Scientific Perspectives of Gender and Media (3 cr.) CASE S&H, CASE DUS** Examines the representation of women in the media and analyzes women's creative work as media producers from a social scientific perspective. The course will include lecture and discussion of areas of critical debate: visual representation across media platforms, women's employment in media industries; women as an audience/consumer group. Credit given for only one of MSCH-C 216 or TEL-T 192.

**MSCH-C 217 Image Cultures (3 cr.) CASE A&H** Offers an interdisciplinary and historical context for understanding contemporary western 'image culture' by addressing the notion of the 'image' in a wide range of its theoretical, critical, and practical contexts, uses, and history. Examines the claim that our culture is more imagistic than others historically, asking how the roles of images have changed over time in relation to other modes of signification. Credit given for only one of MSCH-C 217 or CMCL-C 208.

**MSCH-C 219 Media in the Global Context (3 cr.) CASE S&H, CASE GCC** Surveys media industries, products, and publics outside the United States context (e.g., Asia, Africa, Europe, Latin America). Analyzes regional media in relation to local/global historical, economic, and social processes. Screenings may be required. Credit given for only one of MSCH-F 202 or CMCL-C 202.

**Making Media**

**MSCH-C 221 Writing for Electronic Media (3 cr.)** Style, form, and preparation of written materials for electronic media. Credit given for only one of MSCH-C 221 or TEL-T 211.

**MSCH-C 223 Introduction to Design and Production (3 cr.) CASE A&H** Provides a conceptual framework for writing, designing, and evaluating a variety of media products. This is not a hands-on production course but does offer an overview of the production process. Topics include scriptwriting, production design, visualization, composition, editing styles, and others. This course is a prerequisite for advanced-level courses in the design/production area. Credit given for only one of MSCH-C 223 or TEL-T 206.

**MSCH-C 225 Reporting, Writing, and Editing I (3 cr.)** P: ENG-W 131 or its equivalent with a grade of C– or higher, and fundamental computer skills. Working seminar stressing the creation of journalistic stories for diverse audiences. Students will learn to develop story ideas, gather
information, combine visual and verbal messages, and to write and edit news. Credit given for only one of MSCH-C225 or JOUR-J 200.

**MSCH-C 226 Visual Communication (3 cr.)** Theories of visual communication including human perception, psychology of color, and principles of design. Application of those theories to photography, video, and computer graphic design in news communication. Credit given for only one of MSCH-C 226 or JOUR-J 210.

**MSCH-C 228 Introduction to Production Techniques and Practices (3 cr.)** P: MSCH-C 223 or TEL-T 206 with a grade of C- or higher, or consent of instructor. Introductory hands-on production course which concentrates on the planning and production of video and related media. Specific units include TV studio, field shooting/linear tap editing, and digital video/nonlinear video editing. Content consists of applied activities within a conceptual framework. Lab fee required. Credit given for only one of MSCH-C 228 or TEL-T 283.

**Course Inventory**

**MSCH-A 315 Advertising and Consumer Culture (3 cr.)** CASE S&H Critical examination of advertising’s role in modern societies. Focuses on marketing and consumption as central activities in shaping personal identity and social relations. Credit given for only one of MSCH-A 315 or CMCL-C 315.

**MSCH-A 320 Principles of Creative Advertising (3 cr.)** Analysis of strategy employed in developing creative advertising, with emphasis on role of the copywriter. Research, media, legal aspects, ethical standards as they apply to the copywriting functions. Place of the creative function within the advertising agency and the retail business. Credit given for only one of MSCH-A 320 or JOUR-J 320.

**MSCH-A 337 Electronic Media Advertising (3 cr.)** P: MSCH-C 207 or TEL-T 207 with a grade of C- or higher, or consent of instructor. Principles of Internet, network, national spot, and local radio and television advertising; roles of advertising agency, station representative, time buyer. Credit given for only one of MSCH-A 337 or TEL-T 340.

**MSCH-A 343 Electronic Media Sales (3 cr.)** P: C207 or TEL-T 207 with a grade of C- or higher, or consent of instructor. Techniques and skills used in selling advertising for television, radio, cable, and the Internet: researching prospective clients, knowledge and application of marketing models, developing an effective media mix to achieve market goals, preparing written and oral sales presentations.

**MSCH-A 347 Promotion and Marketing in Telecommunications (3 cr.)** P: MSCH-C 207 or TEL-T 207 with a grade of C- or higher, or consent of instructor. Theory and practice of designing, implementing, and evaluating promotional materials and marketing campaigns for television programs, radio formats, cable services, the Web, and new media. Credit given for only one of A347 or TEL-T 347.

**MSCH-A 420 Advertising Concepts and Copywriting (3 cr.)** P: MSCH-C 226 or JOUR-J 210, and MSCH-A 320 or JOUR-J 320. Intensive practice in producing effective advertising concepts, copy, and design prototypes for newspaper, magazine, direct mail, outdoor, radio, television, and converged campaigns. Credit given for only one of MSCH-J 420 or JOUR-J 420.
**MSCH-A 438 Advertising Issues and Research (3 cr.)** P: MSCH-A 320 or JOUR-J 320 and junior/senior standing, or permission of instructor. Seminar in current developments in advertising as an economic and social force. Examines contemporary issues in the profession. Students will conduct independent and original research projects. Credit given for only one of MSCH-A 438 or JOUR-J 438.

**MSCH-A 441 Advanced Advertising Strategies (3 cr.)** P: C207 and A337 or TEL-T 207 and TEL-T 340, both with a grade of C– or higher, or consent of instructor. Analysis and evaluation of planning, creative, and placement components of advertising campaigns utilizing the electronic media; development of original advertising campaigns.

**MSCH-C 101 Media (3 cr.) CASE S&H** Examines the role media play in our lives—at work, at school, among family members, friends, and lovers—and analyzes pressing issues in media and society today, such as privacy, globalization, and convergence. **Remonstrance 2-2-15**

**MSCH-C 200 The Videogame Industry: Systems and Management (3 cr.) CASE S&H** Examines what games are made. Topics include: the games industry—its creative dimensions and economic structures; its history and future; the organization of game development teams; the methods and tools used in game production. Students will gain a deeper and more detailed appreciation for this rapidly evolving, fascinating, and sometimes baffling industry. Credit given for only one of MSCH-C 200 or TEL-T 260. **Remonstrance 2-2-15**

**MSCH-C 206 Media Reporting in a Global World (3 cr.)** The goal of the course is for students to understand and articulate the issues in global journalism and the role of the media as a participant in shaping societies. Credit given for only one of MSCH-C 206 or JOUR-J 206.

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**MSCH-C 211 Screening Gender and Sexuality (3 cr.) CASE S&H** Critically examines how gender and sexuality are mediated through screen and audio-visual media (including film, video, television, radio, internet) and their cultural contexts. Using humanities approaches, topics might focus on popular media production; various genres, movements, and media cycles; specific cultural and historical contexts; impacts of technological change. Screenings may be required.

**MSCH-C 212 Screening Race and Ethnicity (3 cr.) CASE S&H, CASE DUS** Critically examines how race and/or ethnicity are mediated through screen and audio-visual media (including film, video, television, radio, internet) and their cultural contexts. Using humanities approaches, topics might focus on representations and debates within mainstream, art, or alternative media. May address histories of race, racism, and racial justice. Screenings may be required.

**MSCH-C 213 Introduction to Media and Society (3 cr.) CASE S&H** This course examines the construction of social meaning associated with mediated messages as well as the range of uses and consequences of exposure to mediated messages in individuals, groups, organizations, and society. Credit given for only one of MSCH-C 213 or TEL-T 205. **Remonstrance 2-2-15**
MSCH-C 214 Race, Prejudice, and the Media (3 cr.) CASE S&H, CASE DUS  This course addresses the psychology of racial prejudice and stereotyping and uses this social-scientific framework to examine the impact of media portrayals. We will focus on how race influences our media consumption decisions and how exposure to certain media messages (in entertainment, news, music, video games) could change racial stereotypes. Credit given for only one of MSCH-C 214 or TEL-T 191.

MSCH-C 215 Videogames: History and Social Impact (3 cr.) CASE S&H  Covers the origin and development of the videogame. Topics include the location and platforms for gaming (arcades, home game consoles, personal computers); social and cultural impacts (stereotypes, gender roles, media effects, violence, regulation and intellectual property); new gaming trends (mobile and social gaming, free-to-play, and cloud gaming). Credit given for only one of MSCH-C 215 or TEL-T 160. Remonstrance 2-2-15

MSCH-C 216 Social Scientific Perspectives of Gender and Media (3 cr.) CASE S&H, CASE DUS  Examines the representation of women in the media and analyzes women's creative work as media producers from a social scientific perspective. The course will include lecture and discussion of areas of critical debate: visual representation across media platforms, women's employment in media industries; women as an audience/consumer group. Credit given for only one of MSCH-C 216 or TEL-T 192.

MSCH-C 217 Image Cultures (3 cr.) CASE A&H  Offers an interdisciplinary and historical context for understanding contemporary western 'image culture' by addressing the notion of the 'image' in a wide range of its theoretical, critical, and practical contexts, uses, and history. Examines the claim that our culture is more imagistic than others historically, asking how the roles of images have changed over time in relation to other modes of signification. Credit given for only one of MSCH-C 217 or CMCL-C 208.

MSCH-C 219 Media in the Global Context (3 cr.) CASE S&H, CASE GCC  Surveys media industries, products, and publics outside the United States context (e.g., Asia, Africa, Europe, Latin America). Analyzes regional media in relation to local/global historical, economic, and social processes. Screenings may be required. Credit given for only one of MSCH-F 202 or CMCL-C 202.

MSCH-C 221 Writing for Electronic Media (3 cr.)  Style, form, and preparation of written materials for electronic media. Credit given for only one of MSCH-C 221 or TEL-T 211.

MSCH-C 223 Introduction to Design and Production (3 cr.) CASE A&H  Provides a conceptual framework for writing, designing, and evaluating a variety of media products. This is not a hands-on production course but does offer an overview of the production process. Topics include scriptwriting, production design, visualization, composition, editing styles, and others. This course is a prerequisite for advanced-level courses in the design/production area. Credit given for only one of MSCH-C 223 or TEL-T 206.

MSCH-C 225 Reporting, Writing, and Editing I (3 cr.) P: ENG-W 131 or its equivalent with a grade of C- or higher, and fundamental computer skills. Working seminar stressing the creation of journalistic stories for diverse audiences. Students will learn to develop story ideas, gather information, combine visual and verbal messages, and to write and edit news. Credit given for only one of MSCH-C225 or JOUR-J 200.

MSCH-C 226 Visual Communication (3 cr.) Theories of visual communication including human perception, psychology of color, and principles of design. Application of those theories to photography, video, and computer graphic design in news communication. Credit given for only one of MSCH-C 226 or JOUR-J 210.
MSCH-C 228 Introduction to Production Techniques and Practices (3 cr.) P: MSCH-C 223 or TEL-T 206 with a grade of C- or higher, or consent of instructor. Introductory hands-on production course which concentrates on the planning and production of video and related media. Specific units include TV studio, field shooting/linear tap editing, and digital video/nonlinear video editing. Content consists of applied activities within a conceptual framework. Lab fee required. Credit given for only one of MSCH-C 228 or TEL-T 283. Remonstrance 2-2-15

MSCH-D 337 New Media (3 cr.) Develops frameworks for understanding new media technologies in social contexts. Compares computing, networked digital media, and social media to prior eras of technological change, focusing on interactions among technological, industrial, regulatory, social, and cultural forces. May be repeated with a different topic for a maximum total of 6 credit hours in MSCH-D 337 and CMCL-C 337.

MSCH-D 435 Advanced Projects in Web Design (3 cr.) P: MSCH-C 223 or TEL-T 206, and MSCH-G 320 or TEL-T284, with a grade of C- or higher; or consent of instructor. Project-based class focused on implementing the skills learned in the introductory classes and applying them to real-world problems. Design, implement, and test a significant Web site for a real client either individually or in groups. Lab fee required. Credit given for only one of MSCH-D 435 or TEL-T 433.

MSCH-D 499 New Media Certificate Project (3 cr.) P: Permission of faculty supervisor and director of undergraduate studies. Development and implementation of individual new media project under the direction of faculty supervisor. Required for Certificate in New Media and Interactive Storytelling.

MSCH-F 445 Media, Culture, and Politics (3 cr.) Examines the role of media in the political process. Topic varies and may include censorship and free speech, social movements, politics of representation. May be repeated with a different topic for a maximum of 6 credit hours in MSCH-F 445 or CMCL-C 445.

MSCH-F 204 Topics in Media, Culture, and Society (3 cr.) CASE S&H Relationship between communication media and a range of social institutions, practices, and beliefs. Course may focus on a particular medium and/or period (e.g., television and family, film and the Cold War, censorship and the media). Topic varies. May be repeated with a different topic for a maximum of 6 credit hours in MSCH-F 204 and CMCL-C 204.

MSCH-F 290 Hollywood I (3 cr.) CASE S&H Historical survey of the American motion picture industry from 1895 to 1948. Emphasizes narrative cinema and the classical studio system. Credit given for only one of MSCH-F 290 or CMCL-C 290. Remonstrance12-1-14

MSCH-F 292 Hollywood II (3 cr.) CASE S&H Historical survey of the American motion picture industry from 1948 to the present. Emphasizes narrative cinema and its increasing relation to television and home entertainment. Credit given for only one of F 292, CMCL-C 292 or CMLT C290.

MSCH-F 306 Writing Media Criticism (3 cr.) CASE A&H P: MSCH-C 101 or CMCL-C 190 or consent of instructor. Study of the main schools and methods of media criticism; emphasis on developing the analytical and critical skills necessary for writing film, television, and/or other types of media criticism. Credit given for only MSCH-F 306 or CMCL-C 306.

MSCH-F 309 Images of War and Peace in Public Culture (3 cr.) CASE A&H Examines the cultural contestation of images of war and peace with a focus on the materiality of political images in a variety of verbal, visual, and acoustic media across a range of cultural forms such as film, literature, art, public memorials, and political texts. May be repeated when the focus is on a different country or region for a maximum of 6 credit hours in MSCH-F 309 or CMCL-C 311.
MSCH-F 311 Media History (3 cr.) CASE S&H  P: One of MSCH-C 213, MSCH-C 207, TEL-T 205, or TEL-T 207, with a grade of C- or higher; or consent of instructor. Surveys the historical development of mediated communication suggesting linkages between past and present. Examines a variety of time periods and media forms: telegraphy, telephony, radio, television, and computer communication. Credit given for only one of MSCH-F311 or TEL-T 311. Remonstrance 2-2-15

MSCH-F 326 Authorship in the Media (3 cr.) CASE A&H  P: C190 or consent of instructor. Topic varies: in-depth analysis of directors, producers, or creative individuals in the media, viewed as “authors.” May be repeated once for credit with a different topic. A maximum of 6 credit hours may be earned for any combination of F326, CMCL-C 326 and CMLT-C491.

MSCH-F 336 Using Popular Culture (3 cr.) CASE S&H Critical exploration of the form, content, and uses of popular culture in everyday life. May be repeated with a different topic for a maximum of 6 credit hours in MSCH-F 336 and CMCL-C 336.

MSCH-F 375 Race, Gender, and Representation (3 cr.) CASE S&H Construction of race and gender identities across a range of media. Emphasis on the power of sound/image representations to shape and contest ideas about race and gender. Topic varies. May be repeated with a different topic for a maximum of 6 credit hours in MSCH-F 375, JOUR-J 375 or CMCL-C 412.

MSCH-F 391 Media Audiences (3 cr.) CASE A&H  Studies audiences in the context of film, television, new media, and other media forms. Topic varies, but may include a focus on theories of spectatorship, historical reception studies, ethnographic and/or empirical audience studies, global or transnational audiences, Internet communities, performance theory, fan cultures, and subcultures. May be repeated with a different topic for a maximum of 6 credit hours in MSCH-F 391 or CMCL-C 391.

MSCH-F 392 Media Genres (3 cr.) CASE A&H  P: One of MSCH-C 101, CMCL-C 190, or TEL-T 101; or consent of instructor. Topic varies. Analysis of typical genres, such as westerns, situation comedies, documentaries, etc. Problems of generic description or definition: themes, conventions, iconography peculiar to given genres. May be repeated with a different topic for a maximum total of 6 credit hours in MSCH-F 392 and CMCL-C 392.

MSCH-F 393 History of European and American Films I (3 cr.) CASE A&H, CASE GCC  P: MSCH-C 101 or CMCL-C 190, or consent of instructor. A survey of the development of cinema during the period 1895-1926 (the silent film era).


MSCH-F 398 National and Transnational Cinemas (3 cr.) CASE A&H, CASE GCC  Historical survey of major national cinemas. Subject varies. Topics include Brazilian cinema, British cinema, Chinese cinema, French National cinema, German film culture, Indian cinema, and Italian cinema. May be repeated with a different topic for a maximum of 6 credit hours in MSCH-F 398 and CMCL-C 398.

MSCH-F 413 Global Villages (3 cr.) CASE S&H  Electronic media’s role in altering perceptions of time, space, locality, and identity. Explores changing economic, political, and cultural relations in the global media environment. Topic varies and may include global media events, transborder information flows, cultural differences in media forms and practices. May be repeated with a different topic for a maximum of 6 credit hours in MSCH-F 413 and CMCL-C 413.
**MSCH-F 420 Topics in Media History (3 cr.)** CASE S&H  
**P:** MSCH-C 101, CMCL-C 190, or TEL-T 101; or consent of instructor. Media historiography, topics in national media history, national and international movements and trends. Topic varies. May be repeated with a different topic for a maximum total of 6 credit hours in MSCH-F 420 and CMCL-C 420.

**MSCH-F 445 Media, Culture, and Politics (3 cr.)**  
Examines the role of media in the political process. Topic varies and may include censorship and free speech, social movements, politics of representation. May be repeated with a different topic for a maximum of 6 credit hours in MSCH-F 445 or CMCL-C 445.

**MSCH-G 300 Game Production I (3 cr.)**  
**P:** or **C:** MSCH-G 320 or TEL-T 284, with a grade of C- or higher, or consent of instructor. Students will learn how to make digital game prototypes gaining hands-on experience while working in teams and using game engines such as Unity and Unreal. Students will—develop sound teamwork practices such as appropriate and timely communication, version control, and leadership; employ production methods such as agile and waterfall; and develop essential playtesting methods. Lab fee required. Credit given for only one of MSCH-G 300 or TEL-T 361.

**MSCH-G 310 Game Design I: Concepts (3 cr.)**  
Examines the structural and formal elements of games. Explores the theory of game design through deconstruction of tabletop games. Students will create, present, and analyze games in numerous contexts. Credit given for only one of MSCH-G 310 or TEL-T 367.

**MSCH-G 311 Passport to Cyberia: Making the Virtual Real (3 cr.)** CASE A&H  
Examines the increasing cyborgization of our lives. Readings and discussions will consider ways in which humans and machines are intertwined and interdependent and how these phenomena have a profound effect on our culture. Credit given for only one of MSCH-G 311 or TEL-T 193.

**MSCH-G 320 Game Art and Sound (3 cr.)**  
A general introduction to concepts, techniques, and tools for creating audio, visual, and narrative assets used in computer games and digitally mediated environments, including sound editing and synthesis, frame-based and procedural animation, and non-linear story writing. Students will create original sounds, write and edit computer code, and author multiform narratives while studying their roles in emergence and complex systems. Credit given for only one of MSCH-G 320 or TEL-T 284. Remonstrance 2-2-15

**MSCH-G 400 Game Production II (3 cr.)**  
**P:** MSCH-G 300 or TEL-T 361 with a grade of C- or higher, or consent of the instructor. Student development teams take interactive multimedia design skills to the next level learning advanced techniques for conceiving and producing games. Course combines hands-on experience using state-of-the-art game engines and industry production methods such as agile and waterfall with practice in overcoming obstacles such as bugs, poor communication, absent leadership. Prototypes will be tested and the results will be reported and analyzed in statistical form. Credit given for only one of MSCH-G 400 or TEL-T 461.

**MSCH-G 410 Game Design II: Systems (3 cr.)**  
This course will develop the student’s ability to design game systems. Readings will be taken from systems design theory, social sciences, and engineering. Students will create systems in different software packages.

**MSCH-G 420 Advanced Game Art I (3cr.)**  
**P:** G320 or TEL-T 284 each with a grade of C- or higher, or consent of instructor. Introduces 3D modeling and character development for games. Beginning with concept art, students will learn the tools and techniques to create clean base meshes for game engines. Working from project based examples student will use UV layouts to create characters, props, vehicles, weapons, and static mesh environments. Students will participate in critiques, discuss project deadlines, tools and techniques, methodologies, and results.
MSCH-G 430 Advanced Game Art II (3 cr.) P: 420 with a grade of C– or higher, or consent of instructor. Advanced 3D seminar. Topics vary and may include 3D modeling for games and interactive storytelling, 3D modeling for film and television, 3D modeling for the Web, 3D modeling and machinima, programming and scripting for dynamic effects in 3D environments, motion capture and 3D. Lab fee required. Credit given for only one of G430 and T464.

MSCH-G 440 Aesthetics of Games (3 cr.) The final experience of a game is a collaboration between the designers and the player. In addition to understanding how to create mechanics and structure in a vacuum, game designers need to understand the context in which their game will be experienced. In this course, students will build simple digital and tabletop games that explore different philosophical and artistic approaches to game creation.

MSCH-G 450 Workshop I (1 - 3 cr.) P: Permission of faculty supervisor. Development and implementation of game design project under direction of faculty supervisor. May be repeated for a maximum of 3 credit hours in MSCH-G 450 and TEL-T 460.

MSCH-G 460 Game Workshop II: Demo (1-3 cr.) P: Permission of faculty supervisor. Teams formed in G450 continue to work on their projects focusing on the rapid iterative production cycles working toward a fixed deadline. Impacts on players and culture assessed through testing and critique. Students will be required to submit their prototype to outside competition, such as a juried independent games festival.

MSCH-G 470 Workshop III (1 - 3 cr.) P: Permission of faculty supervisor. Development and implementation of game design project under direction of faculty supervisor.

MSCH-H 110 Ernie Pyle Scholars Honors Freshman Seminar (1 - 3 cr.) P: Freshman standing; Journalism Honors program standing. General introduction to issues of U.S. press performance. One goal is to hone critical thinking skills through the discussion of specific issues and critical issues. Question assumptions, evaluate evidence, analyze systems and structures of power, and generate knowledge that can strengthen journalism.

MSCH-H 225 Ernie Pyle Scholars Reporting, Writing, and Editing (3 cr.) P: ENG-W 131 or equivalent with a grade of C or higher; Journalism Honors program standing. Working seminar stressing the creation of journalistic stories for diverse audiences. Students will learn to develop story ideas, gather information, combine visual and verbal messages, and to write and edit news. Credit given for only one of MSCH-H 225, MSCH-C 225, JOUR-H 200, or JOUR-J 200.

MSCH-H 300 Ernie Pyle Scholars Communications Law (3 cr.) P: At least Sophomore standing, Journalism Honors program standing. History and philosophy of laws pertaining to free press and free speech. Censorship, libel, contempt, obscenity, right of privacy, copyright, government regulations, and business law affecting media operations. Stresses responsibilities and freedoms in a democratic communications system. Credit given for only one of MSCH-H 300 or HOUR-H 300.

MSCH-H 399 Reading for Honors (3 cr.) P: Junior standing and approval of departmental undergraduate studies committee. Readings directed by member of faculty. May be repeated for a maximum of 6 credit hours in MSCH-H 399 and CMCL-C 399.
MSCH-H 410 Media as Social Institutions for Ernie Pyle Scholars (3 cr.) P: Completion of MSCH-H 300, MSCH-J 300, JOUR-H 300 or JOUR-J 300 with a grade of C- or higher. Examine functions and impact of the mass media in society with primary focus on the United States. Discuss values of media organizations and professional and ethical values of journalists. Critical analysis of the relationship of media and society and the effect of political, economic, and cultural factors on media operation. Credit given for only one of MSCH-H 410, MSCH-J 410, JOUR-H 410 or JOUR-J 410.

MSCH-H 452 Honors Seminar in Design and Production (1 - 3 cr.) P: Consent of the school honors advisor. Topical seminar in design or production for telecommunications honors students. May be repeated with different topics.

MSCH-H 462 Ernie Pyle Scholars Capstone Seminar (3 cr.) P: Senior standing. Journalism Honors Program standing. Topical seminar dealing with changing subjects and material from term to term. May be repeated with a different topic for a maximum of 6 credit hours in MSCH-H 462 and JOUR-H 461.

MSCH-H 498 Senior Honors Thesis (3 - 6 cr.) P: Senior standing. Original research project, culminating in honors thesis to be written under direction of faculty. Credit given for only one of MSCH-X 499, CMCL-S 499 and CMCL-C 499.

MSCH-H 499 Ernie Pyle Scholars Honors Research (1 - 3 cr.) Opportunity for independent reading, research, and experimentation on relevant issues in journalism and mass communications. Work with faculty member on individual basis. May be repeated for a maximum of 6 credit hours in MSCH-H 499 and JOUR-H 499.

MSCH-I 382 Internship in Media (1 - 3 cr.) P: Junior or senior standing; at least 12 semester credit hours completed in the department; advanced arrangement with academic advisor. Faculty-supervised work in a communications field related to student’s academic interests. Student must write a critical analysis paper and be evaluated by a workplace supervisor. S/F grading. May be repeated for a maximum of 6 credit hours in MSCH-I 382 or CMCL-C 382.

MSCH-I 403 Laboratory/Field Experience (0 - 3 cr.) C: MSCH-J 425 or MSCH-J 453. Laboratory or field experiences for prospective journalism teachers at the middle school or high school level. S/F grading. May be repeated for a maximum of 6 credit hours in MSCH-I 403 and JOUR-J 403.

MSCH-I 491 Undergraduate Full-Time Media Internship (- cr.) P: Departmental consent. Supervised professional experience. Off-campus, professionally supervised course taught online. The course involves fieldwork (the internship itself), assignments, development of a student portfolio, and supervisor evaluations. Full-time status for Registrar, not always for Financial Aid. Credit given for only one of MSCH-J 491 or JOUR-J 491.

MSCH-I 492 Media Internship (1 - 3 cr.) P: completion of an application for internship credit (available on the department website), approval of the career services director, and registration in OneStart. An off-campus, professionally supervised off-campus, professionally supervised course taught online. Students secure an internship and enroll for one, two or three credit hours, based on at least 120 work hours per credit hour with a maximum of three credit hours applied toward journalism. The course involves fieldwork (the internship itself), assignments, development of a student portfolio, and supervisor evaluations. May be repeated for a maximum of 3 credit hours of MSCH-I 492, MSCH-J 492 or JOUR-J 492.

MSCH-I 497 Telecommunications Internship (1 - 3 cr.) P: Requires a critical analysis paper and evaluation of an internship/field project by an industry sponsor. May be repeated with permission for a total of 3 credit hours for any combination of MSCH-I 497 and TEL-T 497.
MSCH-J 155 Research Techniques for Journalists (1 cr.) A nine-week online course emphasizing basic research techniques used by media writers to gather information for news releases, newspaper articles, magazine pieces, and other forms of journalistic-style writing. Skills covered include researching Internet and non-Internet sources. Credit given for only one of MSCH-J 155 or JOUR-J 155.

MSCH-J 160 The Media Village (1 cr.) P: Residence in the Media Living-Learning Center. Brings together students in the LLC with shared academic and professional interests for events, speakers, reading and discussions about media and journalism in 21st century. Will establish a unique model of individual learning, College of One, based on the value of experiences beyond the classroom. Credit given for only one of MSCH-J 160 or JOUR-J 160. Remonstrance 12-1-14

MSCH-J 170 Wordsmithing (2 cr.) Workshop on the mechanics of journalistic writing and editing. The course builds on the basics, focuses on the practical and strengthens your confidence as a practitioner. Credit given for only one of MSCH-J 170 or JOUR-J 170.

MSCH-J 261 Studies in Journalism (1 - 4 cr.) Topical course dealing with changing subjects and material. Topics may change from term to term. May be repeated for credit with different topics.

MSCH-J 300 Communications Law (3 cr.) P: At least sophomore standing. History and philosophy of laws pertaining to free press and free speech. Censorship, libel, contempt, obscenity, right of privacy, copyright, government regulations, and business law affecting media operations. Stresses responsibilities and freedoms in a democratic communications systems. Credit given for only one of MSCH-J 300, MSCH-H 300, JOUR-J 300, or JOUR-H 300.

MSCH-J 303 Online Journalism (3 cr.) P: One of MSCH-C 101, MSCH-H 110, JOUR-J 110, or JOUR-H 110; one of MSCH-C 225, MSCH-H 225, JOUR-J 200 or JOUR-H 200; and MSCH-226 or JOUR-J 210, with a grade of C- or higher. Explore non-linear methods of storytelling and how Web-based tools can enhance journalism written and online work. In addition to building existing skills, students use photography and embedded audio to create story packages for an online magazine. Credit given for only one of MSCH-J 303 or JOUR-J 303.

MSCH-J 315 Feature Writing (3 cr.) P: One of MSCH-C 101, JOUR-J 110 or JOUR-H 110; one of MSCH-C225, MSCH-H 225, JOUR-J 200 or JOUR-H 200; and one of MSCH-C 226 or JOUR-J 210, with a grade of C- or higher. Emphasis on developing story ideas, identifying sources, organizing materials, planning, and outlining the story. Techniques for capturing the reader’s interest. Credit given for only one of MSCH-J 315 or JOUR-J 315.

MSCH-J 341 News Reporting (3 cr.) P: MSCH-C110 or JOUR-J 110; MSCH-C 225 or JOUR-J 200; and MSCH-C 226 or JOUR-J 210. Techniques of gathering, analyzing, and writing news and features for newspapers. Practice in interviewing, observation, and use of documentary references that include computer information retrieval and analysis skills. Credit given for only one of MSCH-J 341 or JOUR-J 341.

MSCH-J 342 Magazine Reporting (3 cr.) P: One of MSCH-C 101, JOUR-J 110, or JOUR-H 110; one of MSCH-C 225, MSCH-H 225, JOUR-J 200 or JOUR-H 200; and one of MSCH-C 226 or JOUR-J 210--with a grade of C- or higher. Techniques of gathering, analyzing, and writing material for specialized and general circulation magazines. Practice in interviewing, observation, and use of documentary references that include computer information retrieval and analysis skills. Credit given for only one of MSCH-J 342 or JOUR-J 342.
MSCH-J 343 Broadcast News (3 cr.) P: One of MSCH-C 101, JOUR-J 110, or JOUR-H 110; one of MSCH-C 225, MSCH-H 225, JOUR-J 200 or JOUR-H 200; and one of MSCH-C 226 or JOUR-J 210--with a grade of C- or higher. Techniques of gathering, analyzing, and writing news and features for broadcast. Practice in interviewing, observation, and use of documentary references that include computer information retrieval and analysis skills. Credit given for only one of MSCH-J 343, JOUR-J 343 or JOUR-J 371.

MSCH-J 344 Photojournalism Reporting (3 cr.) P: One of MSCH-C 101, JOUR-J 110, or JOUR-H 110; one of MSCH-C 225, MSCH-H 225, JOUR-J 200 or JOUR-H 200; and one of MSCH-C 226 or JOUR-J 210--with a grade of C- or higher. Must have own camera. This is an intermediate photojournalism course focusing on the basics of light, camera operation, and the use of the digital darkroom. It includes instruction in spot news and feature photography as well as instruction in ethics, privacy, and law. Credit given for only one of MSCH-J 344 or JOUR-J 344.

Remonstrance 2-2-15

MSCH-J 351 News Editing (3 cr.) P: One of MSCH-C 101, JOUR-J 110, or JOUR-H 110; one of MSCH-C 225, MSCH-H 225, JOUR-J 200 or JOUR-H 200; and one of MSCH-C 226 or JOUR-J 210--with a grade of C- or higher. Workshop in fundamentals of editing daily news for both print and online formats. Emphasis on news judgment, fairness, accuracy, editorial balance, grammar, style, language fluency, leadership skills, legal concerns and ethics in the newsroom. Practice in editing copy, writing headlines and cutlines, designing print and online pages, working with multimedia features and making sound, ethical decisions on deadline. Credit given for only one of MSCH-J 351 or JOUR-J 351.

MSCH-J 352 Magazine Editing (3 cr.) P: One of MSCH-C 101, JOUR-J 110, or JOUR-H 110; one of MSCH-C 225, MSCH-H 225, JOUR-J 200 or JOUR-H 200; and one of MSCH-C 226 or JOUR-J 210--with a grade of C- or higher. Workshop in fundamentals of editing specialized and general interest publications, individual and team functions are stressed. Attention is given to editorial voice and judgment fairness, accuracy, and language usage. Practice in writing headlines and titles, layout, design, and use of computer editing. Credit given for only one of MSCH-J 352 or JOUR-J 352.

MSCH-J 353 Advanced Broadcast News (3 cr.) P: MSCH-J 343 or JOUR-J 343. Continuing workshop in reporting, writing, and editing for broadcast. Individual and team functions are stressed. Emphasis on news judgment, fairness, accuracy, editorial balance, and language usage. Practice in editing copy, audio and video tape. Credit given for only one of MSCH-J 353, JOUR-J 353 or JOUR-J 384.

MSCH-J 354 Photojournalism Editing (3 cr.) P: J 344 or permission of the instructor. (needs updating) Workshop in the principles of combining visual and verbal material with emphasis on news judgment, fairness, accuracy, editorial balance, and language usage. Practice in cropping, layout, design, writing headlines and captions, and computer editing technology. Credit given for only one of MSCH-J 354 or JOUR-J 354.

MSCH-J 360 Journalism Specialties (1 - 4 cr.) Topical course dealing with changing subjects and material from term to term. May be repeated for credit with different topics.

MSCH-J 362 Journalism Multimedia Storytelling (3 cr.) P: At least sophomore standing and MSCH-C 226 or JOUR-J 210 with a grade of C- or higher; or permission of instructor. Hands-on experiences in reporting, editing and presenting stories in images, sound and spoken word. Goes beyond basic skills with advanced cameras and software. Create projects including Podcast, Audio slideshow, web video, and Portfolio website to display projects. Credit given for only one of MSCH-J 362 or JOUR-J 362.
MSCH-J 385 Television News (3 cr.) P: MSCH-J 353 or JOUR-J 353, or consent of instructor. Preparation and presentation of news for television. Practice in writing, reporting, filming, and editing news for TV. TV writing problems, use of photographs, film, and videotape; problems of sound in TV news; ethical problems of the TV film reporting and editor. Credit given for only one of MSCH-J385 or JOUR-J 385. Remonstrance 2-2-15

MSCH-J 401 Depth Reporting and Editing (3 cr.) P: One 300-level reporting course and one 300-level editing course. Study and practice in using techniques of social science and traditional methods of investigative reporting. Class will plan, write, and edit news stories in depth. Credit given for only one of MSCH-J 401 or JOUR-J 401.

MSCH-J 407 Newsgathering and the Law (3 cr.) P: One of MSCH-J 300, MSCH-H 300, JOUR-J 300 or JOUR-H 300--with a grade of C- or higher; junior/senior standing; or permission of instructor. Students study the law relating to the content of news media and the processes by which that content is created. Discussion includes the legal issues triggered by story framing, selection of sources, interviewing, photography and access to information. The course reading and research using primary legal materials. Credit given for only one of MSCH-J 407 or JOUR-J 407.

MSCH-J 409 Media Management (3 cr.) P: Junior/senior standing or permission of instructor. Research seminar that examines techniques and processes used in managing media organizations. Through discussions, case analysis, and group projects, the course explores organizational missions and social responsibilities, market analysis techniques, personnel management issues, and budgeting. Credit given for only one of MSCH-J 409 or JOUR-J 409.

MSCH-J 410 The Media as Social Institutions (3 cr.) P: One of MSCH-J 300, MSCH-H 300, JOUR-J 300, or JOUR-H 300--with a grade of C- or higher; senior standing. Examination of the functions and impact of the mass media in society with primary focus on the United States. Discussion of the values of media organizations and the professional and ethical values of journalists. Critical analysis of the relationship of the media and society and the effect of political, economic, and cultural factors on the operation of the media. Credit given for only one of MSCH-J 410 or JOUR-J 410.

MSCH-J 415 Literary Journalism (3 cr.) A study of literary forms and techniques used in journalism. Topics to be considered include formal considerations such as voice and structure, reporting methods and ethical issues. Students will supplement reading with writing experimental pieces of their own. Credit given for only one of MSCH-J 415 or JOUR-J 415.

MSCH-J 418 Field Experiences in Journalism (4 cr.) P: Journalism major in good academic standing. Competitive admission, requires application. By permission of department only. Topical course integrating classroom and field experience. Includes 10-day field experience during term. Field experience will change based on topic. May be repeated for credit with different topics.

MSCH-J 423 Public Opinion (3 cr.) P: Junior/senior standing or permission of instructor. Behavioral study of nature, operation, molding, and influence of public opinion, with practice in its measurement and evaluation. Discussion of major political, social, economic, and cultural problems. Credit given for only one of MSCH-J 423 or JOUR-J 423.

MSCH-J 425 Supervision of Student Media (3 cr.) P: 12 credit hours of approved coursework. C: MSCH-I 403. Lectures and discussion on designing, producing, financing and managing print, electronic and digital media, such as yearbooks, newspapers, magazines, broadcast and websites. Credit given for only one of MSCH-J 425 or JOUR-J 425.
**MSCH-J 444 Advanced Photojournalism (3 cr.)** P: MSCH-J 344 or JOUR-J 344. Advanced techniques of reporting and interpreting news with photography practice in news, sports, features, photographic essays, color photography, electronic imaging, and studio illustration. Credit given for only one of MSCH-J 444 or JOUR-J 444.

**MSCH-J 448 Global Journalism: Issues and Research (3 cr.)** P: Junior/senior standing or permission of instructor. Structure and function of international communication systems and barrier to flow of information among nations. Emphasis on gathering and disseminating information around the world. Study of the major newspapers of the world, international news agencies, and international broadcasting and satellite networks. Credit given for only one of MSCH-J 448 or JOUR-J 448.

**MSCH-J 450 History of Journalism (3 cr.)** P: Junior/senior standing or permission of instructor. American social-intellectual history integrated with the story of news media development, emphasizing the historical relationship of the mass media to American social, economic, and cultural patterns and developments. Origin, growth, shortcomings, and achievements of media. Impact of society on the media and vice versa. Credit given for only one of MSCH-J 450 or JOUR-J 450. Remonstrance 2-2-15

**MSCH-J 453 Methods of Teaching Journalism (3 cr.)** P: EDUC-W 200, EDUC-P 255, EDUC-M 300, EDUC-H 340, and EDUC-M 314. C: MSCH-I 403 or JOUR-J 403. Examination of the methods, techniques, content, and materials applicable to the teaching of Journalism at the middle school or high school level. Experience provided to assess on-going programs in schools and to study materials appropriate for these programs. Credit given for only one of MSCH-J 453 or JOUR-J 453.

**MSCH-J 460 Topics Colloquium (1 - 4 cr.)** P: Junior or senior standing. Topical seminar dealing with changing subjects and materials from term to term. May be repeated for credit with different topics.

**MSCH-J 462 History of Twentieth-Century Photography (3 cr.)** P: Junior/senior standing. Surveys twentieth-century photography as a medium of art and communication. Considers portraiture, landscape, still life, the nude, conceptual photography, the social documentary tradition, the magazine picture story, fashion, advertising and war photography. Examines the impact of postmodern theories on photographic practice and the understanding of photography. Credit given for only one of MSCH-J 462 or JOUR-J 462.

**MSCH-J 463 Graphic Design I (3 cr.)** P: MSCH-C 226 or JOUR-J 210. This design course incorporates electronic photo editing, graphics, and page design. Students are instructed in design theory, computer publishing skills, and creative problem solving. Credit given for only one of MSCH-J 463 or JOUR-J 463. Remonstrance 2-2-15

**MSCH-J 464 Infographics (3 cr.)** P: MSCH-J 463 or JOUR-J 463 with a grade of C- or higher, or permission of instructor. This course builds a foundation of knowledge about the visual display of quantitative data and the ethical issues in graphs and maps. Students put this knowledge into practice by creating graphs, maps, and explanatory diagrams in Adobe Illustrator for print publication and in Flash for motion graphics. Credit given for only one of MSCH-J 464 or JOUR-J 464.

**MSCH-J 465 Graphic Design II (3 cr.)** P: MSCH-J 463 or JOUR-J 463. This advanced design course builds on Graphic Design I and incorporates advanced work in color, type design, computer illustration, creative problem solving, and an introduction to production. Credit given for only one of MSCH-J 465 or JOUR-J 465. Remonstrance 2-2-15

**MSCH-J 470 Broadcast Media Analysis (3 cr.)** P: Junior/senior standing or permission of instructor. Seminar on problems of communicating news through aural and visual channels. Application of communications theory to broadcast news and public affairs presentations. Study of effects of format, verbal content, nonverbal content, and presenter on communication process. Credit given for only one of MSCH-J 470 or JOUR-J 470.
MSCH-J 481 Creating an Indiana Magazine (3 cr.) P: Permission of instructor. Students in this course produce 812: The Magazine for Southern Indiana. They study the magazine's editorial philosophy and its target audience and voice; develop an editorial line-up; report and write the stories; shoot the photos and video; write the headlines; edit the copy; design the pages; and produce the magazine in print, online and iPad editions (with the help of the MSCH-J 465 Graphic Design II class). Credit given for only one of MSCH-J 481 or JOUR-J 481.

MSCH-J 488 Agency Practicum--Agency 7 (3 cr.) P: Junior or senior standing. Permission of instructor by application. Capstone, clinical experience that models the professional practices and service offerings of world-class integrated marketing communication media agencies. Implement public relations/advertising services for real clients through service learning. Professional skills, proficiencies, and best practices through hands-on learning. May be repeated for a maximum of 6 credit hours.

MSCH-J 493 Journalism: Off-Campus Registration (0 cr.) P: Consent of the Director of Undergraduate Studies. This non-credit course is for journalism students studying off campus temporarily as part of the Bachelor of Arts in Journalism degree program.

MSCH-J 496 Foreign Study in Journalism (3-8 cr.) P: Consent of the Department of Journalism. Planning of research project during year preceding summer abroad. Time spent in research abroad must amount to at least one week for each credit hour granted. Research paper must be presented by end of semester following foreign study. Credit given for only one of MSCH-J 496 or JOUR-J 496.

MSCH-L 312 Politics and the Media (3 cr.) CASE S&H P: C213 or TEL-T 205 with a grade of C– or higher, or consent of instructor. Examines the relationship between media and modern politics. Topics will vary. May not be repeated for credit.

MSCH-L 317 Media Ethics and Professional Responsibility (3 cr.) CASE S&H P: MSCH-C 213 or TEL-T 205, or MSCH-C 207 or TEL-T 207, with a grade of C- or higher. An analysis of the media environment, including organizational structure, corporate responsibility, and the role of the individual in the media environment. Formulation of ethical principles to guide media policy and practice. Credit given for only one of MSCH-C 317 or TEL-T 316.

MSCH-L 322 Policymaking in Telecommunications (3 cr.) CASE S&H P: MSCH-C 207 with a grade of C– or higher, or consent of instructor. Overview of basic U.S. law and government. Specific analysis of who makes U.S. telecommunications policy, how it is done, and its effects. Course includes a case study of recent policymaking that varies each semester. Credit given for only one of MSCH-L 322 or TEL-T 321.

MSCH-L 424 Telecommunications and the Constitution (3 cr.) CASE S&H P: MSCH-C 213 or TEL-T 205 or MSCH-C 207 or TEL-T 207 with a grade of C- or higher, or consent of instructor. Surveys the constitutional foundations of telecommunications law and policy in the United States. Primary focus on the philosophies informing the freedom of speech and press traditions, the First Amendment and how it applies to electronic media, and government regulations purporting to promote First Amendment values. Credit given for only one of MSCH-L424 or TEL-T 424.

MSCH-L 425 Telecommunications Regulation (3 cr.) CASE S&H P: MSCH-C 207 or TEL-T 207 with a grade of C- or higher, or consent of instructor. Regulation of broadcasting, cable, and common carriage. Examination of the telecommunications regulation system. Regulation of entry into telecommunications (licensing and franchising), renewal of licenses and franchises, and government control of business and economic relations among participants in the field. Credit given for only one of MSCH-L 425 or TEL-T 425.
MSCH-M 313 Comparative Media Systems (3 cr.) CASE S&H  C 207 or C 213 or TEL-T 205 or TEL-T 207 with a grade of C– or higher, or consent of instructor. A comparative study of the ways in which various countries deal with fundamental questions of media organization, control, financial support, program philosophy, and social responsibility.

MSCH-M 322 Telecommunications Networks (3 cr.) CASE S&H  P: MSCH-C 207 or TEL-T 207 with a grade of C– or higher, or consent of instructor. The evolution of telecommunication network technology, policy economics, and industries from the 1870s to the present. Basic telecommunication transmission and switching, general operational concepts, and societal and cultural effect of telephony in the United States. Credit given for only one of MSCH-M 322 or TEL-T 322.

MSCH-M 326 Network Design (3 cr.)  P: C207 or TEL-T 207 with a grade of C– or higher, or consent of instructor. Basic concepts for developing an effective network system. The interaction between network technologies and human behavior.

MSCH-M 329 Cable/Broadband Communications (3 cr.) CASE S&H  P: C01 or TEL-T 207 with a grade of C– or higher, or consent of instructor. Technology, programming, economics, marketing, and regulation of cable television and other multichannel, broadband media delivery systems.

MSCH-M 330 Production Management (3 cr.)  P: MSCH-C 223 or TEL-T 206; and MSCH-C 228 or TEL-T 283, both with a grade of C– or higher, or consent of instructor. The management of commercial and noncommercial telecommunications projects, including television and news media. Organizational, economic/ business, and legal aspects of production management. Credit given for only one of MSCH-M 330 or TEL-T 33.

MSCH-M 344 Programming Strategies (3 cr.)  P: MSCH-C 207 or TEL-T 207 with a grade of C– or higher, or consent of instructor. Broadcast, cable, and satellite program evaluation, selection, and scheduling. Decision-making strategies in commercial television and radio at the network and local levels, commercial cable networks and systems, noncommercial outlets, and program syndication.

MSCH-M 411 Media Industries and Cultural Production (3 cr.) CASE S&H  Examines the social, economic, and cultural forces that influence the creation of programs and genres in the media industries. Topic varies, but may explore the role of networks, advertisers, studios, and independent producers. Credit given for only one of MSCH-M 411 or CMCL-C 411.

MSCH-M 413 Global Media Issues (3 cr.) CASE S&H  P: C207 or TEL-T 207 with a grade of C– or higher, or consent of instructor. Advanced study of media from a global perspective focusing on particulars, trends, or issues. Topics vary. May not be repeated for credit.

MSCH-M 416 Program Analysis and Criticism (3 cr.) CASE A&H  P: C213 or C223 or TEL-T 205 or TEL-T 206 with a grade of C– or higher, or consent of instructor. Critical analysis of the form, production, and performance elements of program genres including drama, comedy, talk and game shows, documentaries, news, and emerging or experimental types of mass media content. Explores the relationships between programming, the media industries, and American culture.

MSCH-M 421 Economics of Communications Industries (3 cr.) CASE S&H  P: C207 or TWL-T 207 with a grade of C– or higher, or consent of instructor. Analysis of market structure and behavior of firms and organizations in broadcasting, cable television, motion picture distribution, print media, common carrier, and other communications industries. Policy and strategy applications.
MSCH-M 422 Business Applications in Telecommunications (3 cr.) CASE S&H P: C207 or TEL-T 207 with a grade of C- or higher, or consent of instructor. Topical seminar on social and business applications of telecommunications. Exploration of the potential for delivering public and business services via the telecommunications network. May be repeated once with different topics for a maximum of 6 credit hours.

MSCH-M 446 Telecommunications Management (3 cr.) P: C207 or TEL-T 207 with a grade of C- or higher, or consent of instructor. Study of the skill, processes, and attitudes required for effective management and leadership at all levels in telecommunications operations.

MSCH-M 453 Topical Seminar in Industry and Management (1-3 cr.) P: C207 or TEL-T 207 with a grade of C- or higher, or consent of instructor. Exploration of management or strategic problems and issues in telecommunications. Topics vary. May be repeated with different topics for a maximum of 6 credit hours.

MSCH-P 438 Experiments with the Digital Camera (4 cr.) P: MSCH-P 360 or CMCL-C 360. An exploration of techniques and concepts of experimental filmmaking which builds on the foundation of other production classes. For students with a solid background in basic cinematography and visual storytelling, as well as in the fundamentals of digital editing. Credit given for only MSCH-P438 or CMCL-C 438.

MSCH-P 331 Scriptwriting (3 cr.) P: C223 or C221 or TEL-T 206 and TEL-T 211 with a grade of C- or higher, or consent of instructor. Covers format, structure, and writing of dramatic and nondramatic scripts.

MSCH-P 335 Production as Criticism (3 cr.) CASE A&H Provides conceptual and hands-on experience for researching, writing, and producing different genres of video programs using VRA camcorders and editing systems. This course emphasizes conceptual processes from the original script to the completed video. Lab fee required. May be repeated for a maximum of 6 credit hours in MSCH-P 335 and CMCL-C 335.

MSCH-P 351 Video Field and Post Production (3 cr.) P: MSCH-C 223 or TEL-T T206; and MSCH-C 228T or TEL-T283, each with a grade of C- or higher, and consent of instructor. Intermediate, hands-on production course that covers acquisition and post-production, including composition, continuity, sound, lighting and digital editing. Students will gain practical experience in the planning, shooting, and editing of video programs using both Avid and Final Cut Pro software. Lab fee required. Credit given for only one of MSCH-P 351 or TEL-T 351.

MSCH-P 353 Audio Production (3 cr.) P: MSCH-C 223 or TEL-T 206, and MSCH-C 228 or TEL-T 283, with a grade of C- or higher, and consent of instructor. Intermediate-level hands-on production course that concentrates on the planning and production of audio materials for radio, video, and interactive media. Topics include sound theory, recording, and editing. Includes analog and digital technologies. Lab fee required. Credit given for only one of MSCH-P353 or TEL-T 353.

MSCH-P 354 Program Graphics and Animation (3 cr.) MSCH-C 223 or TEL-T 206 and one course from MSCH-C 228, TEL-T 283, MSCH-G 320 or TEL-T 284, all with a grade of C- or higher, and consent of instructor. Intermediate, hands-on production course that teaches the technical skills and creative principles needed to create television graphics. Students will critique and design both still and animated imagery and build effective program graphics using Adobe Photoshop and related software. Lab fee required. Credit give for only one of MSCH-P 354 ir TEL-T 354.

MSCH-P 356 TV Studio Production (3 cr.) P: MSCH-C 223 or TEL-T 206, and MSCH-C 228 or TEL-T 283, with a grade of C- or higher, and consent of instructor. Intermediate, hands-on production course that teaches TV studio production. Students will gain technical proficiency within the TV studio environment and learn directing and other high-level communication skills required to produce multi-camera studio projects. Lab fee required. Credit given for only one of MSCH-P 356 or TEL-T 356.
MSCH-P 360 Motion Picture Production (4 cr.) A hands-on introduction to the technical and aesthetic basics of making 16mm silent films. Students learn how to design, direct, light, shoot, and edit several short films working individually and in groups. Lab fee required. Credit given for only one of MSCH-P 360 or CMCL-C 360.

MSCH-P 361 Intermediate Motion Picture Production (4 cr.) P: MSCH-P 360 or CMCL-C 360. Introduction to the making of 16mm sound films, including the recording and editing of synch sound. The various stages of production are explored in lectures, lab exercises, and discussions. Each student designs, directs, and edits a short synch sound film and participates as a crew member in the other students' productions. Lab fee required. Credit given for only one of MSCH-P 361 or CMCL-C 361.

MSCH-P 369 Sound Design (3 cr.) P: One of MSCH-C 224, MSCH-C 228, TEL-T 283 or TEL-T 284 with a grade of C- or higher; or consent of instructor. Develops basic sound design technique for linear and nonlinear media (video, animation, games, and interactive content). Explores basic concepts of sound in the context of audiovisual relationships through production and analysis. Develops media communication skills through the use of sound and image. Lab fee required. Credit given for only one of MSCH-P 369 or TEL-T 369.

MSCH-P 384 Communication, Culture, and Community (3 cr.) A service-learning seminar that offers students hands-on experience working with a community-based cultural production. Topics will range from film festival programming, political campaigning, and advocacy work to environmental activism and street theatre. Students learn how to conceptualize and operationalize cultural productions as articulations of communicative strategies and rhetorical inventions. May be repeated with a different topic for a maximum of 6 credit hours in MSCH-P 384 and CMCL-C 385.

MSCH-P 431 Video Documentary (3 cr.) P: C228 or TEL-T 283 and one 300-level production course, each with a grade of C- or higher, and consent of instructor. Overview of historic and contemporary television documentaries. Analyzes how narratives describe individuals, cultures, and events. Examines the role of producer as historian, explorer, social activist, journalist, and entertainer. Covers the development process in creating documentaries, including research, legal issues, story development, evaluation, and other preproduction activities.

MSCH-P 435 Documentary Filmmaking: Theory and Practice (4 cr.) P: MSCH-C 101 or C190; one of MSCH-P 335, MSCH-P 360, CMCL-C 335, or CMCL-C 360, or equivalent. Study of the major historical movements in documentary film. Combines theoretical and historical readings on questions of documentary realism with practical exercises in the production of digital-video documentaries. Lab fee required. Credit given for only one of MSCH-P 435 or CMCL-C 435.

MSCH-P 436 Advanced Production Workshop (1-3 cr.) P: T206, and either T283 or T284, and two 300-level production courses, all with a grade of C- or higher, and consent of instructor. A capstone course for those in production sequence. Students plan, direct, and produce programs or program segments that may air on WTIU, Indiana University's public television station. Lab fee required. May be repeated, with different topics, for a maximum of 6 credit hours in P436 and TEL-T 436.

MSCH-P 437 WTIU Production Workshop (1 - 3 cr.) P: MSCH-C 228 or TEL-T 283 with a grade of C- or higher, and consent of instructor. With close supervision by WTIU station or production management, student is responsible for preproduction planning, production coordination and execution, postproduction, critical and audience evaluation of programs for broadcast. Develop professional working relationships and portfolio. Lab fee required. May be repeated for a maximum of 6 credit hours in MSCH-P 437 and TEL-T 437.
MSCH-P 438 Experiments with the Film Camera (4 cr.) P: MSCH-P 360 or CMCL-C 360. An exploration of techniques and concepts of experimental filmmaking which builds on the foundation of other production classes. For students with a solid background in basic cinematography and visual storytelling, as well as in the fundamentals of digital editing. Credit given for only one of MSCH-P 438 or CMCL-C 438.

MSCH-P 452 Topical Seminar in Design and Production (1 - 3 cr.) P: MSCH-C 223 or TEL-T 206 with a grade of C- or higher, or consent of instructor. Exploration of design or production problems and issues in telecommunications. Topics vary. May be repeated with different topics.

MSCH-P 454 DVD Authoring (3 cr.) P: TEL-T 206 or MSCH-C 223, and TEL-T 354 or MSCH-P 354 MSCH-C 228, TEL-T 283, MSCH-G 320 or TEL-T 284, all with a grade of C- or higher, and consent of instructor. Advanced, hands-on production course that teaches the technical skills and creative principles required to design and author DVDs. Students will edit digital video; encode audio and video; propose and script a DVD project; create graphics, menus, buttons; design and test navigation; and author and produce DVDs. Lab fee required. Credit given for only one of T454 and T358.

MSCH-P 460 Advanced Motion Picture Production (4 cr.) P: MSCH-P360 or CMCL-C 360, or MSCH-P 335 or CMCL-C 335; permission of instructor. Students produce one personal project (narrative, documentary, or experimental) from script to screen, using either 16 mm. or digital video. Each class meeting devoted to discussing the students’ projects and exploring the aesthetic and technical issues involved. Each student assists in the production of at least one other project by a fellow student. Lab fee required. Credit given for only MSCH-P 460 or CMCL-C 460.

MSCH-R 321 Principles of Public Relations (3 cr.) Survey course about theory and practice of public relations. Examines PR function within organizations, its impact on publics, and role in society. Topics include the evolution of the field, the range of roles and responsibilities that practitioners assume, ethics, and significant issues and trends. Credit given for only one of MSCH-J 321 or JOUR-J 321.

MSCH-R 349 Public Relations Writing (3 cr.) P: MSCH-C 225 or JOUR-J 200, and MSCH-R 321 or JOUR-J 321 with a grade of C- or higher. Develop the professional writing skills expected of beginning public relations practitioners, including different approaches required for a variety of audiences and media. Focus on the basics of good writing as well as the art of writing. Brush up on AP style. Learn how to work effectively with real-world clients. Credit given for only one of MSCH-R 349 or JOUR-J 349.

MSCH-R 428 Public Relations Planning and Research (3 cr.) P: MSCH-R 321 or JOUR-J 321 and junior/senior standing, or permission of instructor. Theories and principles relevant to public relations research and strategic planning, including development of goals and objectives, client relationships, budgets, and research methods. Credit given for only one of MSCH-R 428 or JOUR-R 428.

MSCH-R 429 Public Relations Campaigns (3 cr.) P: MSCH-R 321 or JOUR-J 321 with a grade of C- or higher. Development and execution of a public relations campaign for a non-profit organization. Public relations theory and in-depth case study analysis. Develop a campaign proposal to meet a client’s business objectives and learn how to pitch it. Part of the course focuses on media relations and crisis communications training. Credit given for only one of MSCH-R 429 or JOUR-J 429.
MSCH-R 431 Public Relations for Nonprofits (3 cr.) P: MSCH-R 321 or JOUR-J 321. This seminar focuses on how a non-profit organization creates images and how it shapes its programs and goals to gain public support. Assignments and readings are designed to foster a practical understanding of promotional techniques and campaigns using journalistic and other media. Credit given for only one of MSCH-R 431 or JOUR-J 431. Remonstrance 12-1-14

MSCH-S 315 Telecommunications Processes and Effects (3 cr.) CASE S&H P: MSCH-C 213 or TEL-T 205 with a grade of C- or higher, or consent of instructor. Examination of the effects of the mass media on human cognitions, attitudes, and behaviors, relying on empirical social science research; emphasis on the effects on individuals, although study will include groups, organizations, and social norms. Credit given for only one of MSCH-S 315 or TEL-T 314.

MSCH-S 317 Children and Media (3 cr.) CASE S&H P: MSCH-C 213 or TEL-T 205 with a grade of C- or higher, or consent of instructor. Acquaints students with the popular and research literatures on children and media, including television and computers. Students will be expected to identify recurring themes and topics related to children and media and to evaluate their significance in understanding the role of media in children’s lives. Credit given for only one of MSCH-S 317 or TEL-T 317.

MSCH-S 348 Audience Analysis (3 cr.) CASE S&H P: MSCH-C 207 OR TEL-T 207 with a grade of C- or higher, or consent of instructor. The behavior, descriptors, and measurement of telecommunications audiences. Sample survey, focus groups, and other research methods used by the telecommunications industry. Credit only for one of MSCH-S 348 or TEL-T 348.

MSCH-S 410 Sex in the Media (3 cr.) CASE S&H P: C213 or TEL-T 205 with a grade of C- or higher, or consent of instructor. Explores the role and portrayal of sex and sexuality in media and examines in detail the potential social and psychological effects of exposure to sexual content in the media.

MSCH-S 414 Public Communication Campaigns (3 cr.) CASE S&H P: C213 or TEL-T 205 with a grade of C- or higher, or consent of instructor. Theoretical backgrounds of media campaigns; analyses of persuasion strategies, campaign goals, communication media, audiences, and campaign effectiveness. Case studies of campaigns for social action; original analysis of specific campaigns.

MSCH-S 445 Sports and Television (3 cr.) CASE S&H P: C213 or C207 or TEL-T 205 or TEL-T 207 with a grade of C- or higher, or consent of instructor. Seminar exploring issues in televised sports in support of and in conflict with other cultural icons in society, business, and education. Includes writing on the ways sports, as program content, influences the television industry and on the ways television influences college and professional sports.

MSCH-S 451 Topical Seminar in Media and Society (1-3 cr.) P: C 213 or TEL-T 205 with a grade of C- or higher, or consent of instructor. Exploration of social problems and issues in telecommunications. Topics vary. May be repeated with different topics for a maximum of 6 credit hours.

MSCH-S 471 Applying Theory to Media Design (3 cr.) P: C213 or TEL-T 205 with a grade of C- or higher, or consent of instructor. Basic media theories as well as cognitive, emotional, and social psychology, with a focus on how these theories can be applied to the design of media messages. Special attention given to interactive and immersive mediated environments.

MSCH-T 327 Data Communications (3 cr.) P: MSCH-C 207 or TEL-T 207 with a grade of C- or higher, or consent of instructor. An introduction to the basic concepts for understanding the integration of computers and telecommunications networks. The impact of environmental factors on the design of data networks. Credit given for only one of MSCH-T 327 or TEL-T 327.
MSCH-T 410 Media Theory (3 cr.) P: MSCH-C 101 or CMCL-C 190 or consent of instructor. Survey of writings, concepts, and movements in media theory. Credit given for only one of MSCH-T 410 or CMCL-C 410.

MSCH-T 427 International Telecommunications (3 cr.) CASE S&H P: One of MSCH-C 207, MSCH-C 213, TEL-T 205 or TEL-T 207 with a grade of C– or higher; or consent of instructor. A comparative study of the development of broadband networks in different parts of the world. The interaction between national telecommunications policies and international arrangements, institutions, and structures. Credit given for only one of MSCH-T 427 or TEL-T 427.

MSCH-T 480 Current Issues in Telecommunications (3 cr.) CASE S&H P: Senior status and telecommunications major. Discussion of current issues that cut across the three areas of concentration in the telecommunications major. Topics vary.

MSCH-V 195 Topical Seminar in Telecommunications (3 cr.) CASE S&H Exploration of problems and issues of telecommunications in contemporary society. Topics vary. May not be repeated for credit. Credit given for only one of MSCH-V 195 or TEL-T 195.

MSCH-V 207 Topics in Cultural Analysis and Interpretation (3 cr.) CASE A&H Study and analysis of expressions and artifacts produced in the domain of media, public culture, and performance. Focuses on a particular artistic or expressive medium, and/or on a critical approach to analysis (e.g., Punk Subcultures, Rhetorics of Tourism, Diasporic Feminist Film). May be repeated with a different topic for a maximum of 6 credit hours in MSCH-V 207 and CMCL-C.

MSCH-V 334 Current Topics in Media (3 cr.) Analysis of selected problems in communication and culture. Topics vary each semester. May be repeated once for credit if topic varies.

MSCH-V 401 Senior Seminar in Media (3 cr.) P: Senior standing and consent of instructor. Study of problems and issues in rhetoric and communication. May be repeated with a different topic for a maximum of 6 credit hours in MSCH-V 401 and CMCL-C 401.

MSCH-V 490 Capstone Seminar in Media (3 cr.) P: MSCH-C 101 or CMCL-C 190. Students synthesize previous course work in media, culminating in a substantive project that directs their learning to some particular problem of mediation, publics, or cultures. Final project may include research essays, short films, Web sites, or public presentations or performances. Specific topics vary. With the permission of the Director of Undergraduate Studies, may be repeated with a different topic for a maximum of 6 credit hours in MSCH-V 490 and CMCL-C 490.