MEDI A STUDIES (MED)

MED 203 - INTRODUCTION TO MEDIA THEORY
Body of theory in the study of media, including the content, form, consumption, and their effects. The course will assist students in developing critical thinking skills as they explore a range of theories that guide and ground media studies. The goal of this exploration is to make theory accessible so that students can develop a basic understanding of roles of theory in research and practice.
Credits: 3
Prerequisites: ENG 102

MED 205 - BEGINNING COMPUTER GRAPHICS
Typefaces, photographs, and other illustrations, decoration and ornamentation, layout in presentation of news; use of graphics to reflect publication character and to attract readers. Work with Illustrator and PhotoShop.
Credits: 3
Prerequisites: JOUR 201 or COMM 201 (may be taken concurrently)

MED 221 - INTRODUCTION TO MEDIA PRODUCTION
Course is designed to build core competency in utilizing and expanding communication technology to tell the stories; studying the principles of production in the areas of photography, video, audio, and interactive media. From both practical and theoretical perspectives, students will learn to: 1) analyze media forms (such as design, user interface, composition, framing, lighting, sound and editing) and 2) produce elementary productions that exhibit an understanding of these forms.
Credits: 3
Prerequisites: COMM 201 (may be taken concurrently) or JOUR 201 (may be taken concurrently) or MED 203 (may be taken concurrently)

MED 250 - MEDIA AND SOCIAL CHANGE
This course explores the potentially positive impact of the media. The mass media have been blamed for their negative influence, such as encouraging consumerism, violence, stereotypes or age-inappropriate behaviors for children. The positive influences of the media, however, are rarely discussed. This course, therefore, will focus on media’s beneficial impact on society. We first will explore whether media can change society, and if so, whether that change can be in the control of producers, government, or the audience. Then, the course will examine specific examples of positive media influence on individuals and society as a whole. We also will observe how the media have the potential to initiate such changes, whether these changes have been made intentionally or unintentionally, and how media technology has played a role.
Credits: 3
Attributes: Grounds for Change
Prerequisites: ENG 102

MED 290 - SPECIAL TOPICS: MEDIA STUDIES
Course content varies by semester but always focuses on current issues and/or diversity, alternative media, and social justice as they relate to media. Click the red CRN for a detailed course description each semester.
Credits: 3
Prerequisites: COMM 201
Course Notes: Click the red CRN for semester-specific course description

MED 306 - MEDIA LITERACY
Focuses on the informational, commercial and entertainment media forms and the degree to which such media are ubiquitous and their content constitutes what people in contemporary society, individually and collectively, say they “know”. Course examines the ways in which media organizations promote the public perception and consumption of their products as “unmediated” information sources; students develop critical skills to examine sources, values, intentions, profit-orientation, and social implications of such media.
Credits: 3
Attributes: Transformational Service Learning
Prerequisites: COMM 201

MED 307 - DOCUMENTARY VIDEO STORYTELLING
A beginning course in documentary storytelling, including planning the project, shooting video, editing and completion of the project.
Credits: 3
Prerequisites: JOUR 220 or IMC 220

MED 321 - PHOTOBOOK HISTORY AND PRACTICE
An exploration of documentary photography consisting of camera usage, shooting assignments, slide lectures, and computer work. No previous photography experience required. Cameras will be provided for the semester. This course will introduce the computer as a powerful tool for the photographer. We will discuss the ethical, philosophical and practical considerations regarding digital imaging. We will be using flatbed scanners, 35mm slide and negative scanners, and digital cameras for inputting images into the computer. Adobe Photoshop will be our primary imaging program.
Credits: 3
Prerequisites: JOUR 201 or COMM 201 (may be taken concurrently)

MED 325 - PHOTOGRAPHY
Introduction to black and white film-based photography. Basic camera and darkroom techniques. Cameras provided by the department.
Students provide some supplies.
Credits: 3
Prerequisites: JOUR 201 or COMM 201 (may be taken concurrently)

MED 328 - DOCUMENTARY PHOTO
An exploration of documentary photography consisting of camera usage, shooting assignments, slide lectures, and computer work. No previous photography experience required. Cameras will be provided for the semester. This course will introduce the computer as a powerful tool for the photographer. We will discuss the ethical, philosophical and practical considerations regarding digital imaging. We will be using flatbed scanners, 35mm slide and negative scanners, and digital cameras for inputting images into the computer. Adobe Photoshop will be our primary imaging program.
Credits: 3
Prerequisites: JOUR 201 or COMM 201

MED 330 - IPHONEOGRAPHY AND THE DEMOCRATIC CAMERA
Everyone is a photographer and cameraphones are everywhere. This course will explore the creative and ethical implications of using the iPhone as an artistic and journalistic tool. Students must have an iPhone 5S or newer to enroll in the course, and will be expected to download various photography apps for use in the class. We will use the iPhone to create, edit, and post photographic work online. Students will learn a new set of photographic standards, applications, and practices through individual and group shooting assignments, readings, examples of contemporary photographic work, and excursions to galleries and museums.
Credits: 3
Prerequisites: JOUR 201 or COMM 201
Course Notes: Students must have their own iPhone 5S or newer for, use in this class.
MED 342 - POLITICS AND MEDIA
A blend of theory and practice focusing on how the media cover politics; how politicians, special interest groups, and political parties attempt to influence the media; and how politicians and issue advocacy groups use advertising to take their message directly to voters. Emphasis on the interplay among media, candidates, and special interest groups and the effect of today's political campaigns on society and democracy; use of polls and focus groups to drive message; the future of campaign finance reform.
Credits: 3
Prerequisites: JOUR 220 or IMC 220 or BCOM 301

MED 343 - PRODUCING THE DOCUMENTARY PHOTOGRAPHY EXHIBITION
Conceptualizing, editing, and producing a documentary photography exhibition using student and/or professional work. Working together, students will generate ideas for an exhibition in the Gage Gallery, locate/produce work, and install the project in the gallery. The class will focus on the practice of curating a photography exhibition, which will include developing a theme and choosing work, writing statements/artist biographies, and promoting the exhibit to the community.
Credits: 3
Prerequisites: ENG 102
Course Notes: Sophomore Standing.

MED 345 - CROSS-CULTURAL COMMUNICATION
Communication styles and characteristics of various cultural groups. Understanding and recognizing barriers (semantics, nonverbal behavior, stereotypes, and assumed similarities) that affect communication among cultures. Fulfills the non-Western requirement.
Credits: 3
Attributes: Non-western Culture
Prerequisites: ENG 102
Course Notes: Sophomore standing.

MED 348 - PINHOLE TO CAMERAPHONE: PHOTOGRAPHY’S HISTORY AND PRACTICE
The history and practice of early, middle-period, and contemporary photography. Slide examples of the history of photography; hands-on work with pinhole cameras, large format cameras, digital cameras, and camera phones. Field trips to galleries and/or museums in the city to view examples of work presented in the class.
Credits: 3

MED 351 - PUBLIC OPINION AND PROPAGANDA
An in-depth exploration of Jacques Ellul's groundbreaking late 20th century work Propaganda: The Formation of Men's Attitudes with particular attention paid to the role of media in the creation of public opinion and the role of public opinion in the success of propaganda.
Credits: 3
Prerequisites: COMM 201 or JOUR 201

MED 353 - THE ALTERNATIVE MEDIA
Students learn principles about, and skills in the use of, alternative and online media, including blogs, vlogs, and social networking.
Credits: 3
Prerequisites: COMM 201 or JOUR 201

MED 363 - MEDIA ETHICS
An investigation in depth of various ethical theories and orientations, and a value-based analysis of what each one means and how they differ; exploration of both micro- and macro-ethical approaches to problems. Students will be challenged to examine their own values and determine their ethical orientations as a first step to ethical decision making.
Credits: 3
Prerequisites: COMM 201

MED 373 - EXAMINING MEDIA ETHICS
An investigation of mass-mediated communication, and information as a mass commodity, on values, particularly the value of truth. In an age of information glut, where every possible point of view is represented, all points of view appear to have the same value. Having "values" demands the evaluation of ideas—seeing which ones are "better" than others. This course seeks to help the student find certainty in a culture of confusion.
Credits: 3
Prerequisites: ENG 102
Course Notes: Sophomore Standing or higher.

MED 375 - MEDIA ANALYSIS AND CRITICISM
Students use newspapers, magazines and the Internet in applying contemporary criticism to current media issues and performance. Emphasizes the social impact of mass media messages.
Credits: 3
Prerequisites: JOUR 201 or COMM 201

MED 380 - MEDIA RESEARCH METHODS
Students will learn the advantages and disadvantages of a number of quantitative and qualitative research methods, identify a research question and thesis, review the literature related to their area of research interest, and outline their continuing work in addressing their question and supporting — or refuting — their thesis. Work this semester leads to a proposal for a research project to be executed in the Spring semester (MED 381).
Credits: 3
Prerequisites: MED 203
Course Notes: MED majors in this class are required to register for, MED 381 in the following semester.

MED 381 - MEDIA STUDIES RESEARCH PROJECT
Students previously completed in MED 380 the first steps in the research process: identified a topic, reviewed literature, identified a research question, identified an appropriate method, and submitted a proposal. In MED 381, students focus on the remaining tasks in the research process: collection of data, analysis and evaluation of data, discernment of an answer to the research question, writing a conclusion, writing an introduction, and presentation of the research.
Credits: 3
Prerequisites: MED 380
Course Notes: This is the second course in a sequence of two.

MED 395 - INDEPENDENT STUDY
Credits: 1-3

MED 399 - INTERNSHIP
In-service training with a professional publication, broadcast station, media or media research organization, advertising or public relations entity. See advisor for internship syllabus.
Credits: 3
Attributes: Transformational Service Learning
Prerequisites: MED 221
Course Notes: Internship requirements vary by major (JOUR,IMC,MED).
See advisor or course catalog.