MEDIA 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
Course Notes: Media Studies majors and minors are advised, to complete COMM 201 concurrently, as, the class is required to proceed with the program.

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: 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) and MED 203 (may be taken concurrently)
Course Notes: May be taken concurrently with MED 203.

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.
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: MED 201

MED 307 - DOCUMENTARY VIDEO STORYTELLING
Course focuses on documentary storytelling, including planning the project, shooting video, editing and completion of the project.
Credits: 3
Prerequisites: JOUR 219 or MED 221

MED 321 - PHOTOBK HISTORY AND PRACTICE
History and practice of the photobook. Students will photograph a major subject over the course of the semester, edit the photographs, and layout and publish a photobook. Basic Photoshop, camera technique, and the history of the photobook will also be covered. Both film and digital cameras can be used for the course.
Credits: 3
Prerequisites: JOUR 201 (may be taken concurrently) or COMM 201 (may be taken concurrently)

MED 325 - TOPICS IN PHOTOGRAPHY
Course topics vary by term, including Photography, Documentary Photo, iPhoneography and the Democratic Camera, Producing the Documentary Photo Exhibition, Pinhole to Cameraphone: Photography's History and Practice, and Photobook History and Practice. See the red CRN number on the online schedule for the description of the course offered in that term.
Credits: 3
Prerequisites: ENG 102 (may be taken concurrently)

MED 326 - 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: MED 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 MED 221
Course Notes: See the red CRN number on the online schedule for, the description of the course offered in that term.

MED 335 - PHOTOGRAPHY 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 MED 221
Course Notes: Students must have their own iPhone 5S or newer for, use in this class.
MED 342 - POLITICS AND MEDIA
Course topics vary by term and the political season, including The Election, On the Trail of the Primary, and The Voters Decide. Course emphasizes reporting on the political process as it plays out: the issues, the rhetoric, the history and dynamics of modern campaigns, with real-time assignments and projects.
Credits: 3
Prerequisites: JOUR 220 or IMC 220 or BCOM 301
Course Notes: See the red CRN number on the online schedule for the description of the course offered in that term.

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

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: 1,3
Prerequisites: COMM 201

MED 364 - LAW/ETHICS DISCUSSION
This section is for MED majors/minors. This is a law/ethics discussion session in which students will consider media and communications implications of the law and ethics materials covered in the JOUR 363 lecture section.
Credits: 1
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: and 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: 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 and COMM 201

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

MED 395 - INDEPENDENT STUDY
Credits: 1-3

MED 399 - INTERNSHIP
In-service training with professional media operation, media research organization, or other appropriate entity. See internship coordinator or department office for course syllabus.
Credits: 3
Prerequisites: MED 221