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
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 210 - WHAT IS TRUTH/FAKE NEWS
There’s no quick fix for the challenges of "fake news" and "alternative facts." Course focuses on development of critical thinking skills needed to explore the boundaries, using newspapers, magazines, videos and internet resources, of our socially constructed, digital reality. This course looks at varied concepts of truth throughout history and across cultural contexts, with particular attention to similarities and differences with the modern, science-based concept of "fact.
Credits: 3
Attributes: Social Science
Prerequisites: ENG 101

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 will first 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: COMM 201

MED 321 - PHOTOBOOK 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)
Course Notes: See the CRN number on the online schedule for, the description of the course offered in that term.

MED 325 - PHOTOGRAPHY
Introduction to black & white film photography covering basic camera and darkroom techniques. Students will shoot and develop black and white film, and make prints using traditional darkroom equipment. Cameras will be provided by the department.
Credits: 3
Prerequisites: ENG 102 (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 flat-bed 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 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 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 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 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  
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 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