

MDST - Media Studies

<i>Global Citizenship Program Knowledge Areas (....)</i>	
ARTS	Arts Appreciation
GLBL	Global Understanding
PNW	Physical & Natural World
QL	Quantitative Literacy
ROC	Roots of Cultures
SSHB	Social Systems & Human Behavior

<i>Global Citizenship Program Skill Areas (....)</i>	
CRI	Critical Thinking
ETH	Ethical Reasoning
INTC	Intercultural Competence
OCOM	Oral Communication
WCOM	Written Communication
** Course fulfills two skill areas	

MDST 1010 Media Foundations (3)

Students will learn the history and impact of all media formats as well as the theories and thinkers behind mass communication scholarship. The course focuses on media systems, structure and ethics as well as the relationship between the media and society.

MDST 1050 Media Writing (3)

This course offers an introduction to principles, style and mechanics of writing for print, Web and broadcast formats. Drawing on critical readings, lectures, class discussions and writing exercises, students will learn to write for communications fields including journalism and public relations. Working as both individuals and teams throughout the semester, students will develop a clear understanding of the differences among media formats, and of the importance of audience. Writing and presenting aloud to the class are integral parts of this course, as are assigned readings. **GCP Coding:** (WCOM).

MDST 1160 Communication for Media Professionals (3)

This course introduces students to the essentials of human communication as they relate to a variety of media contexts. Students will explore interpersonal, group and presentational concepts and practices, with a focus on their roles in media messaging, processing and careers. Activities will include written reflections and reports, oral presentations and group activities.

MDST 1500 Applied Media Aesthetics (3)

Students learn the basic aesthetic principles involved in the production of visual media by analyzing the various audio and visual stimuli that become elements of photography, video or film forms; their nature; how these elements function individually and together; how they may be used creatively; and how a viewer may

perceive them. Students learn the aesthetics of light, color, space, time, motion and sound. **Prerequisite:** EPMD 1000.

MDST 2100 Media Literacy (3)

Students learn to systematically decode, evaluate and analyze information conveyed through the channels of mass communication. They learn the process, language and effects of the media and develop a critical awareness of messages sent through channels including (but not limited to) news, advertising, film, television, websites and platforms. **GCP Coding: (SSHB) (CRI).**

MDST 2200 Ethics in the Media (3)

Students learn the ethical considerations applied to journalism, broadcast journalism, photography, audio, film, video, interactive digital media, the internet, public relations and advertising. Students learn to analyze the ethical dilemmas facing media professionals. **Prerequisite:** MDST 1010 or MDST 2100.

MDST 2490 Media Externship (1)

Students participate in a series of informational interviews as a means of learning the characteristics, structure, and operations of media-related professional organizations. Attendance is required at an orientation and two seminars. **Prerequisite:** Permission of the instructor.

MDST 2500 Professional Development for Media Careers (3)

This course prepares students to market themselves and their skill sets for the professional workforce. Students practice resume-writing, interview and presentation techniques, and online personal branding, and collect and revise previous works to create a professional portfolio. The course culminates with a portfolio review.

MDST 2800 Media, Diversity and Society (3)

This course offers instruction on responsible media coverage and presentation of issues of diversity beyond solely race. Students both observe and create news coverage, advertisements and public relations campaigns related to diversity as it is associated with protected status groups (sex, race, age, disability, color, creed, national origin, religion or genetic information and sexual orientation). **GCP Coding: (SSHB) (INTC).**

MDST 3100 Social Media Strategies & Tactics (3)

With an emphasis on critical thinking about media audiences, use and effects, students analyze efforts of journalists, activists, corporate brands and politicians to inform and influence their publics through social media, and devise and implement their own social media campaigns. **Prerequisite:** Junior or senior standing.

MDST 3150 Topics (1-3)

These courses are offered periodically to feature topics in media and journalism not covered by regularly offered courses. May be repeated for credit if content differs. **Prerequisites:** May vary with the topic.

MDST 3260 Global Media Practice (3)

In this course, students will cultivate information from diverse international media sources in order to engage critically with the problems presented by the production, distribution and consumption of global media products with an understanding of the social, political and economic influences that shape these globalized cultural products. This class also focuses on

MDST - Media Studies

communication as it relates to developing relationships with global audiences across different media, including digital web content, social media and other networking platforms. Cross-listed with INTL 3260. **GCP Coding: (GLBL) (INTC)**.

MDST 3300 Media Law, Ethics & Policy (3)

This class will provide an in-depth examination of issues surrounding the media profession as it relates to regulatory issues, ethical issues and legal issues. Students will examine and analyze common media law principles and ethical concerns relevant to today's changing -- and increasingly digital -- professional media environment. This class will cover topics related to current legal issues including, but not limited to, the First Amendment, contract law, copyright law, fair use, piracy, privacy, trademarks, licensing, data storage/use as well as international