Mass Communication and Media Arts

The School of Information Systems and Applied Technologies in the College of Applied Sciences and Arts offers the following technically related courses. These courses serve as common requirements for various majors. Selected courses are available to students enrolled in other academic units.

Game Design and Development Minor (15 credit hours)

The minor in Game Design and Development (GDD) is a multi-disciplinary minor offered by the School of Information Systems and Applied Technologies (ISAT), and the College of Mass Communication and Media Arts (MCMA). The purpose of this minor is to prepare students who wish to enter the field of game design and development. The Game Design and Development minor requires 15 credits. For IST majors, the required courses are RTD 201 and IST 392; for all other majors, IST 209 and MCMA 499 are required. Only after completing 12 credit hours in GDD can students take the capstone course of IST 392 (IST major) or MCMA 499 (all other majors). This course is co-taught by two faculty (one from IST and one from MCMA) as an independent study. The GDD minor students are required to display their final project at each program’s website and/or showcase.

The approved electives are in two areas for 9 credit hours: Game Studies and Production RTD 331, RTD 378, RTD 382, RTD 478, RTD 487 -- and Game Programming (Prerequisite) -- IST 312 (209), IST 336 (209), IST 403 (312), IST 422 (312 & 336), & IST 446 (209). All prerequisites for these courses must be fulfilled prior to enrollment in each course. All courses for this minor must be completed with a grade of C or better. All students who wish to enroll in this minor must do so through the ISAT advisor or the MCMA advisors. The required courses for each major (IST & RTD) will not be counted as the GDD minor course.

Required (6 credit hours):

- RTD 201¹ - Introduction to Media Production
- IST 392² - Special Projects
- IST 209¹ - Introduction to Programming
- MCMA 499² - Independent Study

Elective Courses (9 credit hours):

Game Studies and Production

- RTD 331 - Digital Graphics Foundations
- RTD 378 - Writing for Game Production
- RTD 382 - 2D Digital Character Animation 1
- RTD 478 - Game Narrative
- RTD 487 - 3D Animation 1: Modeling

Game Programming

- IST 312 - Digital Graphics Foundations
- IST 336¹ - Web-based Applications in Information Systems
- IST 403 - Client-Side Web Development
- IST 422 - Mobile Programming
- IST 446 - Software Engineering and Management

¹The required courses for each major (IST & RTD) will not be counted as the GDD minor courses.
A GDD minor student should also take it as the final course after finishing taking 12 credit hours in GDD minor certificate requirement. It is co-taught by two faculty from IST and RTD as an independent study. The final artifact will be demonstrated on each program's website.

Mass Communication and Media Arts Courses

**MCMA200 - Media & Information Literacy** 200-3 Media and Information Literacy. (University Core Curriculum) The course will introduce students to the many roles media have in everyday lives, and their influence on individuals and societies. It will provide skills to critically analyze various contents offered by media (e.g., news, advertising, video games, facebook pages)—in all its forms: television, radio, print, internet, and mobile media; and an understanding of the institutions that produce these media and their economic and political interests. In this course we will ask ourselves: what does an educated person need to know about media today in order to take full advantage of everything they are offering us, and yet guard against potential negative influences?

**MCMA204 - Altn Media in Diverse Society** 204-3 Alternative Media in a Diverse Society. (University Core Curriculum) The freedoms guaranteed in the First Amendment have resulted in a multitude of alternatives to the establishment media. These alternative media give voice to a range of communities ignored or suppressed by the dominant culture. Publications, alternative art spaces, film, radio and television messages and the groups and individuals who create them are examined.

**MCMA497 - Special Interdisciplinary Study** 497-1 to 6 Special Interdisciplinary Study. Designed to offer and test new and experimental courses and series of courses within the College of Mass Communication and Media Arts. Incorporation course fee: $25.

**MCMA499 - Independent Study** 499-1 to 3 Independent Study. (Same as IST 392) Supervised research, project, or creative work. The area of study is proposed by the student with the approval of a Mass Communication and Media Arts faculty member. Not for graduate credit. Special approval needed from the instructor.

**MCMA500 - Media as Social Institutions** 500-3 Media as Social Institutions. Provides an introduction to major issues involving media in contemporary societies. Multi-disciplinary in nature, the course introduces major theoretical perspectives used in reviewing media productions and activities and the relationships among media organizations and practitioners and other institutions of society.

**MCMA501 - Intellectual Property** 501-3 Intellectual Property and the Law. Examines intellectual property in legal, economic, and cultural terms. Topics may include copyright, patents, trademarks, entertainment law, and infringement.

**MCMA502 - Media Economics** 502-3 Media Economics. Introduction to political economy of the media. Addresses core concepts, theories, and methods used to understand media as cultural industries.

**MCMA503 - Media & Technology** 503-3 Media and Technology. A survey of the major technological changes in mass media and their impacts on society and the media industries. On completion of the course students should have a basic understanding of the role of media technology in shaping communication patterns and their social outcomes.

**MCMA504 - Foundations Media Theory** 504-3 Foundations of Media Communication Theory. Principal theoretical approaches to media analysis, addressing empiricist, cinema studies, media studies and cultural studies research paradigms. Historical and cultural contexts of media theory construction. Focus on original texts.

**MCMA505 - Advanced Media Theory** 505-3 Advanced Theoretical Issues in Media Communication. Analysis and critique of advanced and recent theory and research trends in media studies, cultural studies, communication technology studies and mass communication research. Prerequisite: MCMA 504.

**MCMA506 - Law and Policy Mass Comm** 506-3 Law and Policy of Mass Communication. Focuses on free expression in journalism and entertainment across the media. Topics may include news gathering
techniques, intellectual property, the Internet, and governmental regulation. The course pays special attention to the tension between what is legal and what is ethical.

MCMA507 - Media Management 507-3 Media Management. Analysis of a variety of media industries, including industry structures, and the industry processes of media development, production, and distribution. Attention to management of media companies across sectors as the industry adjusts to economic and technological change.

MCMA508 - Concept Found Research 508-3 Conceptual Foundations of Research Strategy. Analysis and evaluation of conceptual frameworks underlying empirical research strategies, positivist, textual and qualitative, commonly used in media and internet research. Issues in multi-method research strategies are reviewed. Ethical implications are debated.

MCMA509 - Media Ethics 509-3 Media Ethics. Overview of ethics philosophies and accountability tools for the mass media. Areas to be studied include journalism reviews, ethics codes, ombudsmen, media critics, news councils, and public/civic journalism. Covering issues in journalism, photojournalism, public relations, advertising, new media, and "infotainment."

MCMA511 - New Media Production 511-3 New Media Production. Investigate how the Internet works, explore relationships among design, technology, and user experience while developing web sites, information architectures, interface behaviors, and navigation systems. Topics include: HTML & XHTML authoring, Cascading Style Sheets, Javascript, open source software, and incorporating sound, video, and images into web pages. Issues of privacy, legal and ethical responsibilities for consumers and producers of web content.

MCMA512 - Web & Interaction Design 512-3 Web and Interaction Design. The Web is part of a larger environment that constantly evolves in relation to social and technological developments. Design principles, HTML5 authoring, cascading style sheets and web usability. Investigates the design of online experiences through lectures, discussions, workshops, and projects. Relationships are explored among design, technology, and user experience in the context of contemporary Internet cultures and develop skills in designing information architectures, interface behaviors, navigation systems, and typographic and image strategies for the Web. Prerequisite: New Media Production or an introductory web production course with permission of the instructor. Lab Fee: $50.

MCMA516 - NET.ART 516-3 NET.ART. History, theory, and practice of digital media as an online art form. Examine and produce works in linear and non-linear hypermedia narrative, network conceptualism, and generative software. Issues include identity, location, collaboration, surveillance, hacktivism, tactical media, immersion, game design, media synthesis. Lab fee: $20.

MCMA530 - Historical Research Methods 530-3 Historical Research in the Mass Media. Covers a variety of approaches to historical research used by media scholars. Examines how scholars conceive of their object of study, use primary sources, and how they construct the basis of the narrative and analytic discussions of their topic. Focus on historiography and methodology, including data collection, analysis, organization and presentation. Students will use sources including but not limited to newspapers, archives, personal papers, manuscripts, and oral histories.

MCMA531 - Critical Res Method Media Arts 531-3 Critical Research Methods in Media Arts. This course introduces students to critical and interpretive research methods and techniques for the study of media arts and culture. It focuses on interdisciplinary approaches and covers a range of methods and theoretical perspectives that may include historiography, ideological and textural analysis, semiotics, psychoanalysis, critical ethnography and auto-ethnography, and/or other critical methods. Areas of emphasis may vary by instructor. This course may be repeated when the topic differs. Prerequisite: MCMA 551.
MCMA532 - Quantitative Research Methods 532-3 Quantitative Research Methods in Mass Communication. Identification of relevant research topics, critical evaluation of existing research literature, and development of a detailed research proposal. Emphasis on quantitative methods such as sampling, surveys, research design, experiments, content analysis, and introductory statistics.

MCMA534 - Qualitative Research Methods 534-3 Qualitative Research Methods. An introduction to the intellectual underpinnings, epistemology, and methodologies of qualitative research. The course focuses on critical and interpretive approaches to researching media industry structures, artifacts, audiences, and producers.

MCMA535 - Textual Analysis 535-3 Textual Analysis. This class examines methods of textual analysis in the media arts with references to their historical, theoretical, and practical contexts.

MCMA536 - Content Analysis 536-3 Media Content Analysis. Overview of methods and problems of systematically analyzing mass media messages with critique of published studies. Experience in conducting a content analysis project on a topic of current scholarly significance in mass communication and media arts. Prerequisite: MCMA 532.

MCMA537 - Intro Communication Research 537-3 Introduction to Communication Research. Reviews the basic knowledge of research and prepares students to understand, apply and interpret information, research and other published work. Covers elements of research, scales of measurement, sampling procedures, research process, qualitative and quantitative methods and writing research reports. Qualitative methods include case studies, focus groups and intensive interviews. Quantitative methods include surveys, experiments and content analysis. Introduction to use of elementary statistics and data analysis will give students a better understanding of empirical research. Objective is to prepare students for writing term papers, professional careers and the final critical inquiry research project.

MCMA538 - Discourse Analysis 538-3 Critical Analysis of Discourse. Critical Discourse Analysis is a theory-based methodology which takes as its unit of analysis the entire ‘utterance’ (e.g. news bulletin, newspaper article, Facebook posting, a hashtag). Its methods are closer to literary and rhetorical criticism than the quantitative word count of content analysis. This methodology allows the research to unveil ideological motivations in language use and in images, and can be applied to most forms of media texts including social media and video games.

MCMA539 - Legal & Govern Research 539-3 Legal and Governmental Research in the Mass Media. Research procedures used to find and analyze documents generated by executive, legislative, and judicial entities. Prerequisite: MCMA 506.

MCMA540 - Critical Documentary Practices 540-3 Critical Documentary Practices. Documentary is both a product of existing social conditions and a form of critical opposition to them. This course will emphasize independent video production from invention of the documentary idea to post-production. Emphasis on connections between critical theory and media production. Students will embrace the conceptual and hands-on process of researching, writing and producing independent documentary video, focusing on critical arts practice.

MCMA543 - Media Arts Studio Seminar 543-15 (1-3,1-3,1-3,1-3,1-3) Media Arts Studio Seminar. A forum for the pursuit of creative projects in the media arts. May be repeated as topic changes. Restricted to CMCMA MFA or PMMM major or consent of instructor or director of Graduate Studies in Mass Communication and Media Arts. Laboratory fee: $50.

MCMA546 - Seminar Film Theory 546-6 (3,3) Seminar Film Theory. Advanced study of major currents in film theory and intensive consideration of particular topics in film theory. Discussion of early debates about aesthetics, perception and realism; linguistically modeled, structuralist, formalist and psychoanalytic theories; ideological, deconstructionist, feminism reception and other postmodern theoretical trends. Special topics might include: feminism and film, Freudian concepts for film, Marxism and film, film and language, formalist film theory, spectatorship, film and perception. Intensive weekly reading and discussion. Films are screened in relation to theoretical topics and assigned readings. Screening fee: $20.
MCMA548 - MFA Projects 548-1 to 15 MFA (Master of Fine Arts) Projects. Supervised independent creative work in media arts, the exact nature of which is to be determined in consultation with the MFA faculty member. Consent of instructor. Equipment usage fee: $50.

MCMA549 - Pro Documentary Practice 549-3 Professional Documentary Practice. Production students will work with experts from a variety of specializations across campus to produce short form documentaries for broadcast on WSIU. A comprehensive overview of producing successful programs for the industry taking the topic from scripting to filming to editing. Advanced video or audio production skills are required.

MCMA550 - History Media Arts & Culture 550-3 History of Media Arts & Culture. Introduces the history of the reproducible media arts, beginning with their prehistory in printmaking, and focusing on photography, cinema, radio, television, video, and other visual, audio, and digital media. Locates media technologies in the historical, material conditions of their emergence, consider how media interact with and make history, how media art forms and movements arise historically and how these relate to mass media. Screening fee: $35.

MCMA551 - Theory of the Media Arts 551-3 Theory of the Media Arts. A survey of the major theoretical debates about the reproducible media arts with particular emphasis on the relationship between mass media, new media technologies, and art. Debates will be grounded in the study of aesthetic practices, technological innovations, political-economic settings, and overall historical context within which they emerged. Prerequisite: MCMA 550. Screening fee: $35.

MCMA552 - History Theory Media Art 552-3 Seminar: Topics History and Theory of Media Arts. This course provides an in-depth study and discussion of selected topics in the history and theory of the media arts. Topics vary and will be announced in advance. This course may be repeated when the topic differs. Screening Fee: $35.

MCMA555 - Topical Seminars 555-(3,3,3,3,3) Topical Seminars. Seminars on subjects of current interest, with the topics determined through students and faculty request and interest.

MCMA557 - MFA Studio Arts Practice 557-6 (3,3) MFA (Master of Fine Arts) Studio Arts Practice. The first-year course for all incoming MFA (Master of Fine Arts) students in the college serves as an introduction to media creation strategies and concepts. The emphasis is on aesthetic and conceptual development as encountered within a variety of media arts. The course is team taught by a number of faculty in modules dedicated to various media forms- still image, time-based, spatial, and interactive. Restricted to CMCMA MFA major or consent of instructor or associate dean of graduate studies in Mass Communication and Media Arts. Lab fee: $75.

MCMA558 - MFA Studio Critique 558-9 (3,3,3) MFA (Master of Fine Arts) Studio Critique. This critique-based seminar course is offered each semester to all graduate students in the MFA program except those in their last semester of thesis work. The goal for this course is to create an interdisciplinary forum where students develop research skills, learn how to best articulate their artistic production, and critique their peers' works. Restricted to CMCMA MFA major or consent of instructor or associate dean of graduate studies in Mass Communication and Media Arts. Lab fee: $75.

MCMA560 - Studies in Media History 560-3 Studies in Media History. Examine the histories and social effects across media including: books, newspapers, magazines, film, radio, television and the internet. This study will investigate the conceptual dimensions of communication history by examining social, economic, cultural, and political histories of the field.

MCMA561 - Communication Social Change 561-3 Communication for Social Change. Evolution of communication and social change theories and practices; contextual factors (including aid, trade and development policies); organizations influential in formulating and implementing policy; communication intervention strategies; evolving journalism practices.

MCMA562 - Significant Studies Mass Com Res 562-3 Significant Studies in Mass Communication Research. A review of a broad selection of early literature in communication research that has provided much of the conceptual basis for empirical studies during the past two decades.
MCMA563 - Globalization & Media 563-3 Globalization and the Media. Debates about globalization from historical, theoretical, and critical perspectives. The major uses of communication technologies in international economic, political and cultural processes. Topics include regional and global trends, trade regimes, global policy bodies and policy issues; global media influence.

MCMA564 - Political Economy of Media 564-3 Political Economy of Media. Addresses the intersections of politics, economics, and social structures that underpin media arts and industries at global and national levels. Emphasizes the relationship between theories and methods.

MCMA565 - Strategic Advertising 565-3 Strategic Advertising Communication. Problem solving through strategic advertising communications and functional marketing communication, including branding, advertising, PR, sales promotion and direct response in an integrated program. The focus is on strategy and planning, and students will concentrate on integrating targets, timing and message strategy.

MCMA566 - Brand Management 566-3 Brand Management Communication. A conceptual synthesis and practical application of business, research, media and creative principles used in the formulation for a branding/advertising campaign. It includes the development of a complete integrated marketing communications (IMC) campaign for a specific brand.

MCMA568 - Social Media Theory/Practice 568-3 Social Media Theory and Practice. Explores social media from various perspectives. Topics will cover history and development of social media, social advertising/marketing, citizen journalism, social media and health communication, and other issues related to social media such as privacy, gaming, interface design, identity, etc. Students will gain hands-on experience with social media.

MCMA569 - Alt Media Power & Resistance 569-3 Alternative Media: Power and Resistance. Explores "alternative media" as counter hegemonic practice. Course examines various forms of alternative media and different meanings ascribed to them. Case studies locally and around the world demonstrate the growing relevance of alternative media in contemporary societies and the complex relationships they navigate with political and social movements, governments, the private sector, and mainstream forms of media.

MCMA582 - Game Narratives 582-3 Game Narratives. Teaches students the core ideas and practices of game narratives. It covers: a) The conceptual fundamentals of theories of game narrative design; b) The technical and organizational process of creating a narrative game. This includes designing and implementing a narrative game using an appropriate software tool. While game narrative is at the center of this course, the skills and knowledge acquired in this class are applicable to broad range of design-centric fields and contexts.

MCMA586 - Professional Media Projects 586-1 to 6 Professional Media Projects. Supervised independent media production work, the amount and exact nature of which is to be determined in consultation with MCMA faculty. More than one section may be taken in the same semester. Restricted to PMMM major or consent of instructor or director of Graduate Studies in MCMA. Lab fee: $50.

MCMA589 - MS Report/Project 589-3 MS Report/Project. Research report or media project accompanied by abbreviated research report, directed by a minimum of one member of the graduate faculty in CMCMA. The research report, which is the synthesis of existing literature on a specific topic or the contextualization of an original media project, must be submitted to the Graduate School. Public presentation of the project required. Restricted to PMMM major.

MCMA591 - Readings 591-1 to 6 Readings. Supervised readings on subject matter not covered in regularly scheduled courses. Graduate students limited to three credits per semester. Consent of instructor.

MCMA592 - Master's Seminar 592-3 Master's Seminar. This course orients students to graduate level study in mass communication and media arts. Applied general research skills, literature reviews and proposal writing among other topics are covered. Students work on directed projects, culminating in a proposal for future research or media production. Restricted to CMCMA PMMM, MTR, or MFA major or consent of instructor or associate dean of graduate studies in Mass Communication and Media Arts.
MCMA594 - Practicum 594-3 Practicum. Study, observation and participation in activities related to the fields of Mass Communication and the Media Arts such as internships in related professional organizations. Restricted to CMCMA major.

MCMA595 - Ph.D. Proseminar 595-3 Ph.D. Proseminar. Provides PhD students in the College of Mass Communication and Media Arts a general orientation to the program. Forum for further discussion of topics and issues raised in visiting lectures scheduled through the college which students will be required to attend. Provides a framework for preparation for the annual MCMA research convention at which students will be required to present. Restricted to MCMA major or consent of instructor or associate dean of Graduate Studies in Mass Communication and Media Arts.

MCMA596 - Independent Study 596-1 to 6 (1 to 3 per semester) Independent Study. Supervised research or independent creative work, the area of study to be determined by the student in consultation with instructor. Consent of instructor.

MCMA599 - Thesis 599-1 to 6 Thesis. Thesis requirements may be satisfied only by a written thesis for an MA in Media Theory and Research and by a creative thesis for an MFA in Mass Communication and Media Arts. Minimum of three hours required for the MA in MTR degree and minimum of six hours required for MFA in MCMA. Graded S/U. Restricted to CMCMA MTR and MFA major. Only MFA thesis course carries a lab fee of $75 per enrollment.

MCMA600 - Dissertation 600-1 to 32 (1-12 per semester) Dissertation. Minimum of 24 hours to be earned for the Doctor of Philosophy degree.

MCMA601 - Continuing Enrollment 601-1 per semester Continuing Enrollment. For those graduate students who have not finished their degree programs and who are in the process of working on their dissertation, thesis or research paper. The student must have completed a minimum of 24 hours dissertation research or the minimum thesis or research hours before being eligible to register for this course. Concurrent enrollment in any other course is not permitted. Graded S/U or DEF only.

MCMA200 - Media & Information Literacy 200-3 Media and Information Literacy. (University Core Curriculum) The course will introduce students to the many roles media have in everyday lives, and their influence on individuals and societies. It will provide skills to critically analyze various contents offered by media (e.g., news, advertising, video games, facebook pages)-in all its forms: television, radio, print, internet, and mobile media; and an understanding of the institutions that produce these media and their economic and political interests. In this course we will ask ourselves: what does an educated person need to know about media today in order to take full advantage of everything they are offering us, and yet guard against potential negative influences?

MCMA204 - Altrn Media in Diverse Society 204-3 Alternative Media in a Diverse Society. (University Core Curriculum) The freedoms guaranteed in the First Amendment have resulted in a multitude of alternatives to the establishment media. These alternative media give voice to a range of communities ignored or suppressed by the dominant culture. Publications, alternative art spaces, film, radio and television messages and the groups and individuals who create them are examined.

MCMA497 - Special Interdisciplnry Study 497-1 to 6 Special Interdisciplinary Study. Designed to offer and test new and experimental courses and series of courses within the College of Mass Communication and Media Arts. Incorporation course fee: $25.

MCMA499 - Independent Study 499-1 to 3 Independent Study. (Same as IST 392) Supervised research, project, or creative work. The area of study is proposed by the student with the approval of a Mass Communication and Media Arts faculty member. Not for graduate credit. Special approval needed from the instructor.

MCMA500 - Media as Social Institutions 500-3 Media as Social Institutions. Provides an introduction to major issues involving media in contemporary societies. Multi-disciplinary in nature, the course introduces major theoretical perspectives used in reviewing media productions and activities and the relationships among media organizations and practitioners and other institutions of society.
MCMA501 - Intellectual Property 501-3 Intellectual Property and the Law. Examines intellectual property in legal, economic, and cultural terms. Topics may include copyright, patents, trademarks, entertainment law, and infringement.

MCMA502 - Media Economics 502-3 Media Economics. Introduction to political economy of the media. Addresses core concepts, theories, and methods used to understand media as cultural industries.

MCMA503 - Media & Technology 503-3 Media and Technology. A survey of the major technological changes in mass media and their impacts on society and the media industries. On completion of the course students should have a basic understanding of the role of media technology in shaping communication patterns and their social outcomes.

MCMA504 - Foundations Media Theory 504-3 Foundations of Media Communication Theory. Principal theoretical approaches to media analysis, addressing empiricist, cinema studies, media studies and cultural studies research paradigms. Historical and cultural contexts of media theory construction. Focus on original texts.

MCMA505 - Advanced Media Theory 505-3 Advanced Theoretical Issues in Media Communication. Analysis and critique of advanced and recent theory and research trends in media studies, cultural studies, communication technology studies and mass communication research. Prerequisite: MCMA 504.

MCMA506 - Law and Policy Mass Comm 506-3 Law and Policy of Mass Communication. Focuses on free expression in journalism and entertainment across the media. Topics may include news gathering techniques, intellectual property, the Internet, and governmental regulation. The course pays special attention to the tension between what is legal and what is ethical.

MCMA507 - Media Management 507-3 Media Management. Analysis of a variety of media industries, including industry structures, and the industry processes of media development, production, and distribution. Attention to management of media companies across sectors as the industry adjusts to economic and technological change.

MCMA508 - Concept Found Research 508-3 Conceptual Foundations of Research Strategy. Analysis and evaluation of conceptual frameworks underlying empirical research strategies, positivist, textual and qualitative, commonly used in media and internet research. Issues in multi-method research strategies are reviewed. Ethical implications are debated.

MCMA509 - Media Ethics 509-3 Media Ethics. Overview of ethics philosophies and accountability tools for the mass media. Areas to be studied include journalism reviews, ethics codes, ombudsmen, media critics, news councils, and public/civic journalism. Covering issues in journalism, photojournalism, public relations, advertising, new media, and "infotainment."

MCMA511 - New Media Production 511-3 New Media Production. Investigate how the Internet works, explore relationships among design, technology, and user experience while developing web sites, information architectures, interface behaviors, and navigation systems. Topics include: HTML & XHTML authoring, Cascading Style Sheets, Javascript, open source software, and incorporating sound, video, and images into web pages. Issues of privacy, legal and ethical responsibilities for consumers and producers of web content.

MCMA512 - Web & Interaction Design 512-3 Web and Interaction Design. The Web is part of a larger environment that constantly evolves in relation to social and technological developments. Design principles, HTML5 authoring, cascading style sheets and web usability. Investigates the design of online experiences through lectures, discussions, workshops, and projects. Relationships are explored among design, technology, and user experience in the context of contemporary Internet cultures and develop skills in designing information architectures, interface behaviors, navigation systems, and typographic and image strategies for the Web. Prerequisite: New Media Production or an introductory web production course with permission of the instructor. Lab Fee: $50.

MCMA513 - Civil Society Media Mgt 513-3 Media Management of Civil Society Organizations. Investigate the multiple roles, contributions, and approaches employed in developing communication and media efforts of civil society organizations (NGOs, NFPs, NPOs), especially the role of the
Communicator, or Media Officer. Students will be able to assess this as a professional option and be equipped with a conceptual and practical 'tool box' for succeeding in this role.

**MCMA516 - NET.ART** 516-3 NET.ART. History, theory, and practice of digital media as an online art form. Examine and produce works in linear and non-linear hypermedia narrative, network conceptualism, and generative software. Issues include identity, location, collaboration, surveillance, hacktivism, tactical media, immersion, game design, media synthesis. Lab fee: $20.

**MCMA530 - Historical Research Methods** 530-3 Historical Research in the Mass Media. Covers a variety of approaches to historical research used by media scholars. Examines how scholars conceive of their object of study, use primary sources, and how they construct the basis of the narrative and analytic discussions of their topic. Focus on historiography and methodology, including data collection, analysis, organization and presentation. Students will use sources including but not limited to newspapers, archives, personal papers, manuscripts, and oral histories.

**MCMA531 - Critical Res Method Media Arts** 531-3 Critical Research Methods in Media Arts. This course introduces students to critical and interpretive research methods and techniques for the study of media arts and culture. It focuses on interdisciplinary approaches and covers a range of methods and theoretical perspectives that may include historiography, ideological and textural analysis, semiotics, psychoanalysis, critical ethnography and auto-ethnography, and/or other critical methods. Areas of emphasis may vary by instructor. This course may be repeated when the topic differs. Prerequisite: MCMA 551.

**MCMA532 - Quantitative Research Methods** 532-3 Quantitative Research Methods in Mass Communication. Identification of relevant research topics, critical evaluation of existing research literature, and development of a detailed research proposal. Emphasis on quantitative methods such as sampling, surveys, research design, experiments, content analysis, and introductory statistics.

**MCMA534 - Qualitative Research Methods** 534-3 Qualitative Research Methods. An introduction to the intellectual underpinnings, epistemology, and methodologies of qualitative research. The course focuses on critical and interpretive approaches to researching media industry structures, artifacts, audiences, and producers.

**MCMA535 - Textual Analysis** 535-3 Textual Analysis. This class examines methods of textual analysis in the media arts with references to their historical, theoretical, and practical contexts.

**MCMA536 - Content Analysis** 536-3 Media Content Analysis. Overview of methods and problems of systematically analyzing mass media messages with critique of published studies. Experience in conducting a content analysis project on a topic of current scholarly significance in mass communication and media arts. Prerequisite: MCMA 532.

**MCMA537 - Intro Communication Research** 537-3 Introduction to Communication Research. Reviews the basic knowledge of research and prepares students to understand, apply and interpret information, research and other published work. Covers elements of research, scales of measurement, sampling procedures, research process, qualitative and quantitative methods and writing research reports. Qualitative methods include case studies, focus groups and intensive interviews. Quantitative methods include surveys, experiments and content analysis. Introduction to use of elementary statistics and data analysis will give students a better understanding of empirical research. Objective is to prepare students for writing term papers, professional careers and the final critical inquiry research project.

**MCMA538 - Discourse Analysis** 538-3 Critical Analysis of Discourse. Critical Discourse Analysis is a theory-based methodology which takes as its unit of analysis the entire 'utterance' (e.g. news bulletin, newspaper article, Facebook posting, a hashtag). Its methods are closer to literary and rhetorical criticism than the quantitative word count of content analysis. This methodology allows the research to unveil ideological motivations in language use and in images, and can be applied to most forms of media texts including social media and video games.

**MCMA539 - Legal & Govern Research** 539-3 Legal and Governmental Research in the Mass Media. Research procedures used to find and analyze documents generated by executive, legislative, and judicial entities. Prerequisite: MCMA 506.
**MCMA540 - Critical Documentary Practices** 540-3 Critical Documentary Practices. Documentary is both a product of existing social conditions and a form of critical opposition to them. This course will emphasize independent video production from invention of the documentary idea to post-production. Emphasis on connections between critical theory and media production. Students will embrace the conceptual and hands-on process of researching, writing and producing independent documentary video, focusing on critical arts practice.

**MCMA543 - Media Arts Studio Seminar** 543-15 (1-3,1-3,1-3,1-3,1-3) Media Arts Studio Seminar. A forum for the pursuit of creative projects in the media arts. May be repeated as topic changes. Restricted to CMCMA MFA or PMMM major or consent of instructor or director of Graduate Studies in Mass Communication and Media Arts. Laboratory fee: $50.

**MCMA546 - Seminar Film Theory** 546-6 (3,3) Seminar Film Theory. Advanced study of major currents in film theory and intensive consideration of particular topics in film theory. Discussion of early debates about aesthetics, perception and realism; linguistically modeled, structuralist, formalist and psychoanalytic theories; ideological, deconstructionist, feminism reception and other postmodern theoretical trends. Special topics might include: feminism and film, Freudian concepts for film, Marxism and film, film and language, formalist film theory, spectatorship, film and perception. Intensive weekly reading and discussion. Films are screened in relation to theoretical topics and assigned readings. Screening fee: $20.

**MCMA548 - MFA Projects** 548-1 to 15 MFA (Master of Fine Arts) Projects. Supervised independent creative work in media arts, the exact nature of which is to be determined in consultation with the MFA faculty member. Consent of instructor. Equipment usage fee: $50.

**MCMA549 - Pro Documentary Practice** 549-3 Professional Documentary Practice. Production students will work with experts from a variety of specializations across campus to produce short form documentaries for broadcast on WSIU. A comprehensive overview of producing successful programs for the industry taking the topic from scripting to filming to editing. Advanced video or audio production skills are required.

**MCMA550 - History Media Arts & Culture** 550-3 History of Media Arts & Culture. Introduces the history of the reproducible media arts, beginning with their prehistory in printmaking, and focusing on photography, cinema, radio, television, video, and other visual, audio, and digital media. Locates media technologies in the historical, material conditions of their emergence, consider how media interact with and make history, how media art forms and movements arise historically and how these relate to mass media. Screening fee: $35.

**MCMA551 - Theory of the Media Arts** 551-3 Theory of the Media Arts. A survey of the major theoretical debates about the reproducible media arts with particular emphasis on the relationship between mass media, new media technologies, and art. Debates will be grounded in the study of aesthetic practices, technological innovations, political-economic settings, and overall historical context within which they emerged. Prerequisite: MCMA 550. Screening fee: $35.

**MCMA552 - History Theory Media Art** 552-3 Seminar: Topics History and Theory of Media Arts. This course provides an in-depth study and discussion of selected topics in the history and theory of the media arts. Topics vary and will be announced in advance. This course may be repeated when the topic differs. Screening Fee: $35.

**MCMA555 - Topical Seminars** 555-(3,3,3,3,3) Topical Seminars. Seminars on subjects of current interest, with the topics determined through students and faculty request and interest.

**MCMA557 - MFA Studio Arts Practice** 557-6 (3,3) MFA (Master of Fine Arts) Studio Arts Practice. The first-year course for all incoming MFA (Master of Fine Arts) students in the college serves as an introduction to media creation strategies and concepts. The emphasis is on aesthetic and conceptual development as encountered within a variety of media arts. The course is team taught by a number of faculty in modules dedicated to various media forms- still image, time-based, spatial, and interactive. Restricted to CMCMA MFA major or consent of instructor or associate dean of graduate studies in Mass Communication and Media Arts. Lab fee: $75.

**MCMA558 - MFA Studio Critique** 558-9 (3,3,3) MFA (Master of Fine Arts) Studio Critique. This critique-based seminar course is offered each semester to all graduate students in the MFA program except those
in their last semester of thesis work. The goal for this course is to create an interdisciplinary forum where students develop research skills, learn how to best articulate their artistic production, and critique their peers' works. Restricted to CMCMA MFA major or consent of instructor or associate dean of graduate studies in Mass Communication and Media Arts. Lab fee: $75.

MCMA560 - Studies in Media History 560-3 Studies in Media History. Examine the histories and social effects across media including: books, newspapers, magazines, film, radio, television and the internet. This study will investigate the conceptual dimensions of communication history by examining social, economic, cultural, and political histories of the field.

MCMA561 - Communication Social Change 561-3 Communication for Social Change. Evolution of communication and social change theories and practices; contextual factors (including aid, trade and development policies); organizations influential in formulating and implementing policy; communication intervention strategies; evolving journalism practices.

MCMA562 - Significant Studies Mass Com Res 562-3 Significant Studies in Mass Communication Research. A review of a broad selection of early literature in communication research that has provided much of the conceptual basis for empirical studies during the past two decades.

MCMA563 - Globalization & Media 563-3 Globalization and the Media. Debates about globalization from historical, theoretical, and critical perspectives. The major uses of communication technologies in international economic, political and cultural processes. Topics include regional and global trends, trade regimes, global policy bodies and policy issues; global media influence.

MCMA564 - Political Economy of Media 564-3 Political Economy of Media. Addresses the intersections of politics, economics, and social structures that underpin media arts and industries at global and national levels. Emphasizes the relationship between theories and methods.

MCMA565 - Strategic Advertising 565-3 Strategic Advertising Communication. Problem solving through strategic advertising communications and functional marketing communication, including branding, advertising, PR, sales promotion and direct response in an integrated program. The focus is on strategy and planning, and students will concentrate on integrating targets, timing and message strategy.

MCMA566 - Brand Management 566-3 Brand Management Communication. A conceptual synthesis and practical application of business, research, media and creative principles used in the formulation for a branding/advertising campaign. It includes the development of a complete integrated marketing communications (IMC) campaign for a specific brand.

MCMA568 - Social Media Theory/Practice 568-3 Social Media Theory and Practice. Explores social media from various perspectives. Topics will cover history and development of social media, social advertising/marketing, citizen journalism, social media and health communication, and other issues related to social media such as privacy, gaming, interface design, identity, etc. Students will gain hands-on experience with social media.

MCMA569 - Alt Media Power & Resistance 569-3 Alternative Media: Power and Resistance. Explores "alternative media" as counter hegemonic practice. Course examines various forms of alternative media and different meanings ascribed to them. Case studies locally and around the world demonstrate the growing relevance of alternative media in contemporary societies and the complex relationships they navigate with political and social movements, governments, the private sector, and mainstream forms of media.

MCMA582 - Game Narratives 582-3 Game Narratives. Teaches students the core ideas and practices of game narratives. It covers: a) The conceptual fundamentals of theories of game narrative design; b) The technical and organizational process of creating a narrative game. This includes designing and implementing a narrative game using an appropriate software tool. While game narrative is at the center of this course, the skills and knowledge acquired in this class are applicable to broad range of design-centric fields and contexts.

MCMA586 - Professional Media Projects 586-1 to 6 Professional Media Projects. Supervised independent media production work, the amount and exact nature of which is to be determined in
consultation with MCMA faculty. More than one section may be taken in the same semester. Restricted to PMMM major or consent of instructor or director of Graduate Studies in MCMA. Lab fee: $50.

**MCMA589 - MS Report/Project** 589-3 MS Report/Project. Research report or media project accompanied by abbreviated research report, directed by a minimum of one member of the graduate faculty in CMCMA. The research report, which is the synthesis of existing literature on a specific topic or the contextualization of an original media project, must be submitted to the Graduate School. Public presentation of the project required. Restricted to PMMM major.

**MCMA591 - Readings** 591-1 to 6 Readings. Supervised readings on subject matter not covered in regularly scheduled courses. Graduate students limited to three credits per semester. Consent of instructor.

**MCMA592 - Master's Seminar** 592-3 Master's Seminar. This course orients students to graduate level study in mass communication and media arts. Applied general research skills, literature reviews and proposal writing among other topics are covered. Students work on directed projects, culminating in a proposal for future research or media production. Restricted to CMCMA PMMM, MTR, or MFA major or consent of instructor or associate dean of graduate studies in Mass Communication and Media Arts.

**MCMA594 - Practicum** 594-3 Practicum. Study, observation and participation in activities related to the fields of Mass Communication and the Media Arts such as internships in related professional organizations. Restricted to CMCMA major.

**MCMA595 - Ph.D. Proseminar** 595-3 Ph.D. Proseminar. Provides PhD students in the College of Mass Communication and Media Arts a general orientation to the program. Forum for further discussion of topics and issues raised in visiting lectures scheduled through the college which students will be required to attend. Provides a framework for preparation for the annual MCMA research convention at which students will be required to present. Restricted to MCMA major or consent of instructor or associate dean of Graduate Studies in Mass Communication and Media Arts.

**MCMA596 - Independent Study** 596-1 to 6 (1 to 3 per semester) Independent Study. Supervised research or independent creative work, the area of study to be determined by the student in consultation with instructor. Consent of instructor.

**MCMA599 - Thesis** 599-1 to 6 Thesis. Thesis requirements may be satisfied only by a written thesis for an MA in Media Theory and Research and by a creative thesis for an MFA in Mass Communication and Media Arts. Minimum of three hours required for the MA in MTR degree and minimum of six hours required for MFA in MCMA. Graded S/U. Restricted to CMCMA MTR and MFA major. Only MFA thesis course carries a lab fee of $75 per enrollment.

**MCMA600 - Dissertation** 600-1 to 32 (1-12 per semester) Dissertation. Minimum of 24 hours to be earned for the Doctor of Philosophy degree.

**MCMA601 - Continuing Enrollment** 601-1 per semester Continuing Enrollment. For those graduate students who have not finished their degree programs and who are in the process of working on their dissertation, thesis or research paper. The student must have completed a minimum of 24 hours dissertation research or the minimum thesis or research hours before being eligible to register for this course. Concurrent enrollment in any other course is not permitted. Graded S/U or DEF only.

---

Last updated: 12/06/2017

**Southern Illinois University**
Carbondale, IL 62901
Phone: (618) 453-2121

**Catalog Year Statement:**
Students starting their collegiate training during the period of time covered by this catalog (see bottom of this page) are subject to the curricular requirements as specified herein. The requirements herein will extend for a seven calendar-year period from the date of entry for baccalaureate programs and three years for associate programs. Should the University change the course requirements contained herein
subsequently, students are assured that necessary adjustments will be made so that no additional time is required of them.