

## MASS COMMUNICATION AND MEDIA ARTS

[www.siu.edu/~mcmagrad](http://www.siu.edu/~mcmagrad)

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### COLLEGE OF MASS COMMUNICATION AND MEDIA ARTS

The graduate faculty, consisting of members of the School of Journalism and the departments of Cinema and Photography, and Radio-Television, offers graduate work leading to the Master of Arts degree, Master of Fine Arts degree, and the Doctor of Philosophy degree, all in Mass Communication and Media Arts.

#### Graduate Faculty in Cinema and Photography (CP)\*\*\*\*\*

**Boruszkowski, Lilly A.**, Associate Professor, M.F.A., Northwestern University, 1979; 1982. Cinema production.

**Bursell, Cade**, Assistant Professor, M.F.A., San Francisco State University, 2002; 2003. Cinema Production.

**Cocking, Loren D.**, Assistant Professor, *Emeritus*, M.A., Ohio State University, 1969; 1976.

**Covell, Michael D.**, Assistant Professor, M.F.A., Ohio University, 1975; 1975. Cinema production.

**Felleman, Susan**, Assistant Professor, Ph.D., City University of New York, 1993; 1998. Cinema studies.

**Gilmore, David A.**, Associate Professor *Emeritus*, M.F.A., Ohio University, 1969; 1969.

**Kapur, Jyotsna**, Assistant Professor, Ph.D., Northwestern University, 1998; 1998. Cinema studies.

**Kolb, Gary P.**, Professor and *Associate Dean*, M.F.A., Ohio University, 1977; 1979. Photography.

**Logan, Fern**, Associate Professor, M.F.A., School of the Art Institute of Chicago, 1993; 1995. Photography.

**Overturf, Daniel**, Associate Professor, M.F.A., Southern Illinois University Carbondale, 1983; 1991. Photography.

**Paine, Frank**, Associate Professor, *Emeritus*, B.S., Iowa State University, 1950; 1960.

**Reed, Lori**, Assistant Professor, Ph.D., University of Illinois Urbana-Champaign, 2000; 2003. New Media Studies.

**Roddy, Jan Peterson**, Associate Professor, M.F.A., University of Illinois, 1987; 1988. Photography.

**Rowley, R. William**, Associate Professor and *Chair*, M.F.A., University of Iowa, 1974; 2000. Cinema production.

**Swedlund, Charles A.**, Professor, *Emeritus*, M.S., Illinois Institute of Technology, 1961; 1971.

**Vratil, Dru E.**, Assistant Professor, M.F.A., University of Iowa, 1998; 2001. Screenwriting.

**Whitehead, Vagner M.**, Assistant Professor, M.F.A., University of Florida, 2000; 2001. Photography, digital imaging, video.

#### Graduate Faculty in Journalism (JRNL)\*\*\*\*\*

**Atwood, L. Erwin**, Professor, *Emeritus*, Ph.D., University of Iowa, 1965; 1967.

**Brown, George C.**, Professor, *Emeritus*, Ph.D., Southern Illinois University Carbondale, 1963; 1956.

**Fahmy, Shahira**, Assistant Professor, Ph.D. Missouri-Columbia, 2003; 2003. International communication, visual analysis.

**Ganahl, Dennis J.**, Assistant Professor, Ph.D., University of Missouri-Columbia, 1994; 1998. Advertising, media management, integrated corporate communication, account planning.

**Jaehnig, Walter B.**, Associate Professor and *Director*, Ph.D., University of Essex, England, 1974; 1987. Media ethics, theory and philosophy, political violence reporting.

**Johnson, Thomas J.**, Professor, Ph.D., University of Washington, 1989; 1988. Media history, political communication.

**Jugenheimer, Donald W.**, Professor, Ph.D., University of Illinois, 1972; 1996. Media management, media economics, and advertising and media.

**Kelly, James D.**, Associate Professor, Ph.D., Indiana University, 1990; 1990. Visual communication, photojournalism, new communication technology.

**Kranenburg, Kris M.**, Assistant Professor, M.S., Roosevelt University, 1998; 2001. Advertising.

**Lowry, Dennis T.**, Professor, Ph.D., University of Iowa, 1972; 1990. Mass communication theory, political communication.

**McCoy, Ralph E.**, Professor, *Emeritus*, Ph.D., University of Illinois, 1956; 1955.

**Ramaprasad, Jyotika**, Associate Professor, Ph.D., Southern Illinois University Carbondale, 1984; 1986. International communication, mass media and social reality, international advertising.

**Shidler, Jon A.**, Associate Professor, M.S., Roosevelt University, 1980; 1990. Advertising, television program and news content analysis.

**Spellman, Robert**, Associate Professor, J.D., Cleveland State University, 1977; 1985. Mass communication law, opinion privilege, media ethics.

**Stone, Gerald C.**, Professor, *Emeritus*, Ph.D., Syracuse University, 1975; 1991. Reporting and news writing, mass media theory, newspaper research studies.

**Stonecipher, Harry W.**, Professor, *Emeritus*, Ph.D., Southern Illinois University Carbondale, 1971; 1969.

#### Graduate Faculty in Radio-Television(RT)\*\*\*\*\*

**Brooten, Lisa B.**, Assistant Professor, Ph.D. Ohio University, 2003; 2002. Media studies critical cultural studies, gender and media.

**Dick, Steven J.**, Assistant Professor, Ph.D., Michigan State University, 1993; 1997. Media industry, analysis, social effects, new technologies.

**Downing, John**, Professor, Ph.D., London School of Economics, 1974; 2004. International communication.

**Dybvig, Homer E.**, Associate Professor, *Emeritus*, Ph.D., Southern Illinois University Carbondale, 1970; 1961.

**Fischer, Ken**, Assistant Professor, M.A. Brigham Young University, 1982; 2000. Broadcast news reporting and writing and electronic field production.

**Gher, Leo A.**, Associate Professor, M.S., Southern Illinois University Carbondale, 1980; 1983. Management, law and policy, international/comparative broadcast systems.

**Hodgson, Scott**, Associate Professor, M.S., Southern Illinois University Carbondale, 1992; 1988. Television production, corporate communications.

**Johnson, Phyllis W.**, Associate Professor and *Chair*, Ph.D. Southern Illinois University Carbondale, 2003; 1990. Radio/audio production and performance.

**Keller, Kenneth R.**, Associate Professor, *Emeritus*, M.A., University of Illinois, 1966; 1984.

**Needham, Jay**, Assistant Professor, MFA, California Institute of the Arts, 1989; 2003. Video, film, digital audio production, and electro-acoustic music.

**Pendakur, Manjunath**, Professor and *Dean*, Ph.D., Simon Fraser University, 1980; 2001. Media studies.

**Podber, Jacob J.**, Assistant Professor, Ph.D., Ohio University, 2001; 2002. Media studies, media criticism, cultural studies, oral history.

**Shiple, Charles W.**, Professor, *Emeritus*, Ph.D., Florida State University, 1971; 1971.

**Sitaram, K. S.**, Professor, *Emeritus*, Ph.D., University of Oregon, 1969; 1979.

**Starr, Michael**, Associate Professor, *Emeritus*, J.D., Georgetown University Law Center, 1965; 1988.

**Thompson, Jan**, Assistant Professor, M.G.S., Roosevelt University, 1988; 2000. Video postproduction, documentaries.

**Vallath, Chandrasekhar**, Assistant Professor, Ph.D., Indiana University, 1995; 2000. Interactive multimedia, telecommunication theory programming, game design, and project manager.

To support the graduate programs, the College of Mass Communication and Media Arts houses high-end multimedia computer labs and state-of-the-art design, video and audio editing software. The college has a wide variety of cinema, photography, print media, radio-television and video production facilities. Students have access to the mainframe computer and the Internet.

For all MCMA graduate programs, applicants must hold a bachelor's degree from an accredited institution or have completed all undergraduate degree requirements prior to the beginning of the classes for the term for which admission is sought. Applicants may begin the admissions process when they need no more than 32 semester hours beyond the credit shown on their transcript at the time of application to complete all requirements for the bachelor's degree.

Applications. All requirements for admission to the Graduate School at Southern Illinois University Carbondale must be met.

Applicants must submit completed application forms, transcripts of all undergraduate work, and a personal statement describing their objectives for study in the program to which they are applying, career goals and interests.

Applicants must arrange for three references to send letters of recommendation to the Director of Graduate Studies.

Students should contact the Director of Graduate Studies, College of Mass Communication and Media Arts, Southern Illinois University Carbondale, Carbondale, IL 62901 to apply or to make other inquiries. A non-refundable application fee of \$35.00 must accompany each application. The fee must be a check or money order made payable to Southern Illinois University. Only payments in U.S. dollars will be accepted.

Retention. In addition to the retention policies of the SIUC Graduate School, each master's degree student must maintain an overall grade point average of 3.0 (A = 4) and each Ph.D. student must maintain an overall grade point average of 3.25 (A = 4). Upon falling below this average, students will be allowed only one academic term (other than summer) to bring their average up to the minimum; failing this, they will be dropped from the program and will not be allowed to re-apply.

All MCMA graduate students will undergo a one-year faculty review of their progress toward the degree that includes course progress and/or creative work and artistic abilities. After notification at the end of the first semester by the MCMA Graduate Committee of deficiencies to be resolved, students failing to rectify those deficiencies will be permanently suspended from the MCMA graduate program.

All MCMA graduate students who have completed their course work and the minimum number of credits required for projects, thesis or dissertation must enroll in MCMA 601, Continuing Research, each semester until the completion of their degree programs. Exceptions to the continuing enrollment rule are allowed only for students who are required to be away from SIUC full-time by the United States or the State of Illinois government.

### Master of Arts Degree

The Master of Arts degree in mass communication and media arts is offered in five concentrations, each of which is described in terms of its special mission, admission or retention requirements, and curriculum. Generally, the degree requires between 1-1/2 and 2 years, although the Interactive Multimedia Concentration and thesis programs may require more time. The College of Mass Communication and Media Arts allows a maximum of three years from date of enrolling in the M.A. program to completion of degree.

### Interactive Multimedia Concentration

*Mission.* The Interactive Multimedia Program (IMMP) offers a multidisciplinary approach to the creation of interactive multimedia communications, providing students with the theoretic, aesthetic and technical knowledge and skills necessary for success as multimedia developers, creators, evaluators, and producers. The program emphasizes three areas: 1) the skills to apply and manage new media tools and technologies for communication,

instruction, creative production, and research; 2) the quantitative and qualitative skills to analyze and evaluate functional aspects of multimedia design and production; 3) a theoretical base upon which to build successful multimedia productions.

*Admission.* Students whose preparation is lacking in certain areas may be required to take additional undergraduate courses that will not be counted towards the M.A. degree.

Generally, applicants must have a grade point average of at least 3.0 (4.0 = A) for their last two years of undergraduate work. However, other factors will also be considered including professional and academic accomplishments, examples of creative or professional work, awards and honors, and graduate examination scores.

International Students must have a TOEFL of at least 600 (paper score) or 250 (computer score).

Applicants must provide evidence of professional competence in at least one element of interactive multimedia such as graphic arts, writing, photography, computer programming, video, or audio. Evidence ordinarily consists of a portfolio or other copies of work samples, such as a CD or video, which will not be returned. Also, applicants must be able to demonstrate competency in multiple softwares.

Applicants will be ranked by the above criteria and selected according to available space and their potential for unique contribution to this highly selective program.

No more than 6 hours of graduate credit may be transferred from another university and requests must be approved by the MCMA Graduate Committee and the dean of the Graduate School.

*Curriculum.* Candidates must complete a minimum of 38 semester hours of graduate work of which at least 26 hours are in required courses and 3 are for the thesis or project. At least one of the electives must be from outside the college.

#### CORE

MCMA 500-3 Mass Media as Social Institutions  
 MCMA 501-3 Intellectual Property and the Law  
 MCMA 503-3 The Technology of Mass Communication  
 MCMA 510-3 New Media Research  
 MCMA 515-3 Corporate Multimedia, or  
 MCMA 516-3 Multimedia as an Art Form  
 MCMA 520a-4 Multimedia Design, Production and Authoring I  
 MCMA 520b-4 Multimedia Design, Production and Authoring II  
 MCMA 520c-4 Multimedia Design, Production and Authoring III

#### ELECTIVES

Nine hours inside or outside the College or a combination of both selected in consultation with the faculty adviser.

#### PROJECT OR THESIS

MCMA 597-3-6 M.A. Final Project/Research Report, or  
 MCMA 599-3 Thesis

#### Media Management Concentration

*Mission.* This program of advanced study is designed to prepare students for intermediate level management positions within a variety of media and information-related industries such as advertising, print, and visual communications. Media management graduates will have an understanding of media management practices and theory, research methods, media economics, and media law.

*Admission.* Applicants must provide evidence of professional competence. Students whose preparation is lacking in certain areas may be required to take additional undergraduate courses that will not be counted towards the M.A. degree.

Generally, applicants must have a grade point average of at least 3.0 (4.0 = A) for their last two years of undergraduate work. However, other factors will also be considered including professional and academic accomplishments, examples of creative or professional work, awards and honors, and graduate examination scores.

International Students must have a TOEFL of at least 600 (paper score) or 250 (computer score).

All applicants must take the Graduate Record Exam (GRE) General Test and report scores to the DGS.

*Curriculum.* Candidates must complete a minimum of 30 credits including 18 credits of core requirements, 9 credits in an emphasis area, and a 3-credit final project or thesis.

#### CORE

MCMA 500-3 Mass Media as Social Institutions  
 MCMA 502-3 Media Economics  
 MCMA 507-3 Media Management  
 MCMA 506-3 Law and Policy of Mass Communication OR  
 MCMA 571-3 Telecommunications Policy  
 MCMA 573-3 Telecommunications Management

**RESEARCH TOOL COURSE (one of the following)**

RT 405-3 Applied Research Methods (non-thesis students only)  
 EPSY 402-3 Basic Statistics  
 MCMA 510-3 New Media Research  
 MCMA 530-3 Historical Research Methods in Mass Media  
 MCMA 532-3 Quantitative Research Methods in Mass Communication  
 MCMA 534-3 Qualitative Research Methods in Mass Communication  
 MCMA 536-3 Content Analysis  
 MCMA 539-3 Legal and Governmental Research in Mass Media

**EMPHASIS AREA**

A minimum of three courses (9 credits) selected in consultation with the faculty adviser. Must include at least two MCMA courses (6 credits) and one course (3 credits) from outside the college.

**PROJECT OR THESIS**

MCMA 597-3 Final Project, or  
 MCMA 599-3 M.A. Thesis

**Media Theory and Research Concentration**

*Mission.* The concentration offers a broad overview of mass communication and media arts and their processes and effects in the larger social system. Graduates gain both an appreciation of the field's strengths and an understanding of its obstacles in being a force for social development. Areas in which this specialty is used include department-level leadership in the mass media industries, opinion research, commentary, critical theory, content analysis, and teaching. The degree may lead to doctoral studies.

*Admission.* Students whose preparation is lacking in certain areas may be required to take undergraduate courses that will not be counted towards the M.A. degree.

International Students must have a TOEFL of at least 600 (paper score) or 250 (computer score).

All applicants must take the Graduate Record Examination (GRE). Generally applicants must have a grade point average of at least 3.0 (A = 4) for their last two years of undergraduate work. Other factors will also be considered including professional and academic accomplishments, examples professional work, awards and honors, graduate examination scores or evidence of scholarship such as research papers.

*Retention.* No course in which the grade is below C shall count toward the degree nor fulfillment of any requirement, but the grade will be included in the grade point average. No more than 3 hours of C work in graduate courses will count toward the degree.

*Curriculum.* Candidates must complete a minimum of 30 credits including a minimum of 15 credits of core requirements, 12 credits in an emphasis area, and a 3-credit thesis.

**CORE**

MCMA 500-3 Mass Media as Social Institutions  
 MCMA 504-3 Foundations of Mass Communication Theory  
 MCMA 506-3 Law and Policy of Mass Communication  
 MCMA 532-3 Quantitative Research Methods in Mass Communication

**RESEARCH TOOLS COURSES (one of the following):**

EPSY 506-4 Inferential Statistics  
 MCMA 539-3 Legal and Governmental Research in the Mass Media  
 MCMA 530-3 Historical Research in the Mass Media  
 MCMA 533-3 Research Methodology in Mass Communication II  
 MCMA 534-3 Qualitative Research Methods in Mass Communication  
 MCMA 536-3 Content Analysis

**EMPHASIS AREA**

A minimum of four courses (12 credits) selected in consultation with the faculty adviser to include at least 2 courses from outside of the college and 1 course from within. Possible emphasis areas include, but are not limited to, advertising/persuasion, film and criticism, interactive multimedia, international communication, law and policy, media economics, media effects, media history, political communication, public relations, social issues, and telecommunications.

**THESIS**

MCMA 599-3 M.A. Thesis

### Professional Media Practice Concentration

*Mission.* The concentration offers students production opportunities to perform at high levels of competence in one or more chosen areas of mediated communication in any mode including advertising, writing, editing, audio, film, graphics, imaging, text or video for purposes including: documentation; news gathering, editing, and presentation; creative/expressive communication; persuasive communication; and client-based communication. The concentration also offers a social, technological, legal and research background to complement the chosen professional area.

*Admission.* Applicants must provide evidence of professional competence. Students whose preparation is lacking in certain areas may be required to take additional undergraduate courses that will not be counted towards the M.A. degree.

Generally, applicants must have a grade point average of at least 3.0 (4.0 = A) for their last two years of undergraduate work. However, other factors will also be considered including professional and academic accomplishments, examples of creative or professional work, awards and honors, and graduate examination scores. The portfolio can be samples of print articles, video or audio tapes, DVDs or CDs. Students may indicate their role on any project submitted.

International Students must have a TOEFL of at least 600 (paper score) or 250 (computer score).

*Curriculum.* Candidates must complete a minimum of 30 credits including 12 credits of core requirements, 15 credits in an emphasis area, and a 3-credit project.

#### CORE

MCMA 500-3 Mass Media as Social Institutions  
 MCMA 503-3 The Technology of Mass Communication  
 MCMA 506-3 Law and Policy OR  
 MCMA 571-3 Telecommunications Policy

#### RESEARCH TOOLS COURSES (one of the following):

EPSY 402 Basic Statistics  
 RT 405-3 Applied Research Methods  
 MCMA 510-3 New Media Research  
 MCMA 530-3 Historical Research in the Mass Media  
 MCMA 532-3 Quantitative Research Methods in Mass Communication  
 MCMA 534-3 Qualitative Research Methods in Mass Communication  
 MCMA 536-3 Content Analysis  
 MCMA 539-3 Legal and Governmental Research in the Mass Media

#### EMPHASIS AREA

A minimum of five courses (15 credits) selected in consultation with the faculty adviser. Must include at least 1 course from outside the college and 3 courses within the college. Emphasis areas are created to help students realize their academic and career goals. These emphasis areas are flexible to allow students to craft an individualized program.

#### PROJECT

MCMA 597-3 Final Project/Research

### Telecommunications Concentration

*Mission.* Graduates of the Telecommunications concentration will have a broad knowledge of electronic media systems, the ability to evaluate policies and issues specific to telecommunications in society. This program of advanced study is designed to prepare students for professional positions in management and research within the telecommunications industry.

*Admission.* Applicants must provide evidence of professional competence. Students whose preparation is lacking in certain areas may be required to take additional undergraduate courses that will not be counted towards the M.A. degree.

Generally, applicants must have a grade point average of at least 3.0 (4.0 = A) for their last two years of undergraduate work. However, other factors will also be considered including professional and academic accomplishments, examples of creative or professional work, awards and honors, and graduate examination scores.

International Students must have a TOEFL of at least 600 (paper score) or 250 (computer score).

All applicants must take the Graduate Record Exam (GRE) General Test and report the scores to the DGS.

*Curriculum.* Candidates must complete a minimum of 30 credits including 15 credits of core requirements, 12 credits in an emphasis area, and a 3-credit project or thesis.

#### CORE

MCMA 500-3 Mass Media as Social Institutions  
 MCMA 503-3 The Technology of Mass Communication  
 MCMA 532-3 Quantitative Research Methods in Mass Communication OR  
 MCMA 534-3 Qualitative Research Methods  
 RT 405 Applied Research Methods (non-thesis students only)

MCMA 571-3 Telecommunication Policy  
 MCMA 573-3 Telecommunications Management

#### EMPHASIS AREA

A minimum of four courses (12 credits) selected in consultation with the faculty adviser including at least two MCMA courses (6 credits) and one (3 credits) from outside the college. Emphasis areas are created to help students realize their academic and career goals. Possible emphasis areas include but are not limited to international, social issues, law and policy, etc.

#### PROJECT OR THESIS

MCMA 597-3 M.A. Final Project/Research  
 MCMA 599-3 M.A. Thesis

#### M.A./M.B.A. Concurrent Degree Program

Separately the M.B.A. degree requires completion of 33 semester hours of course work in addition to any foundation course work that may be required; the M.A. in mass communication and media arts requires 30 to 38 semester hours of course work. In the concurrent M.A./M.B.A. degree program, the College of Business and Administration accepts 6 semester hours of MCMA-approved course work, and MCMA accepts 6 hours of COBA-approved course work. The end result is that the concurrent degree program entails completion of 27 semester hours of COBA-approved courses and 24 to 32 semester hours of MCMA-approved courses, for a total of 51 to 59 hours. This is a savings of 12 semester hours over pursuing both degrees separately outside of the M.A. in mass communication and media arts/M.B.A. concurrent degree program.

#### Master of Fine Arts Degree

The Master of Fine Arts degree offers concentrations in cinema or photography and provides substantial advanced study for a small number of highly talented individuals. The program emphasizes the artistic development of the individual student and the creation of quality work in cinema or photography. Degree requirements are 60 semester hours, including 30 hours at the 500 level, and the program usually takes three years to complete.

Concentration in either cinema or photography is a vital component of the M.F.A., but the philosophy is that graduate study should expand the student's breadth as an artist, encouraging cross-disciplinary study. Strong supporting course work in theory, history, script writing, and combined media is available in the Department of Cinema and Photography.

Additional course work can be pursued through the School of Art and Design, the Interactive Multimedia Program, the Department of Theater, the School of Music, the Department of English, the Department of Anthropology, etc. A distinguished faculty of artists and scholars, excellent facilities, and a variety of curricular offerings allow students to individually tailor their programs of study.

*Admission.* Prospective students must present evidence of exceptional talent and/or potential in one or two concentrations offered in the degree program. This evidence will ordinarily consist of a portfolio of photographs, one or more films, or other evidence of artistic potential, as well as a supporting letter of intent. An interview with faculty in the appropriate area of concentration is highly recommended, particularly for applicants with minimal course work in the field.

Acceptance into the program and continuing enrollment are at the discretion of the College of Mass Communication and Media Arts and the Graduate School. International students must have a TOEFL of at least 600 (paper score) or 250 (computer score).

*Procedures.* By the end of the third week of the third semester in residence, each M.F.A. student will be required to select, in consultation with the department chair, a committee chair and a committee of two additional graduate faculty members. The faculty committee develops a specific plan of study with the student, considering the requirements of the Graduate School, the degree program, and the goals of the student.

In the third year of residence, each student will be engaged in a great deal of independent artistic work culminating in the M.F.A. Final Creative Project. The completion of the M.F.A. degree leads to an extensive photographic exhibit or the completion of one or more films. The exact nature of the project will be determined in consultation between the student and the committee. The committee chair supervises the Creative Project. All Final Creative Projects must be exhibited publicly at which time an oral examination by the faculty committee will focus on an evaluation of the project. A formal research paper describing the project must be filed with the SIUC Graduate School and the University reserves the right to retain a portfolio or samples of each student's work. The College of Mass Communication and Media Arts allows a maximum of four years from date of enrolling in the MFA program to completion of degree.

*Curriculum.* The minimum 60-credit degree requires 19 credits of common requirements constituting a core, 27 credits in either the Photography Concentration or Cinema Concentration and 14 credits of general electives.

#### CORE

MCMA 547-4 (2,2) MFA Colloquium  
 MCMA 548A-9 (3,3,3) MFA Projects - Cinema

MCMA 548B-9 (3,3,3) MFA Projects - Photography  
 MCMA 598A-6 Final Creative Project-Cinema  
 MCMA 598B-6 Final Creative Project-Photography

### Photography Concentration

- a. three courses to be selected from below:
  1. CP401-3 Large Format Photography
  2. CP402-3 Sensitometry
  3. CP404-3 Introduction to the Studio
  4. CP431-3 Applied Photography I
  5. CP432-3 Applied Photography II
  6. CP435-3 Photography and the Mass Media
  7. CP436-3 Documentary Photography: Method, Format and Distribution
  8. CP421-6 (3,3) Experimental Photographic Techniques
  9. CP427-3 Advanced Color Photography
  10. CP429-3 to 6 (3,3) Studio Workshop
  11. CP426-3 Non-Silver Photography
  12. CP470c or d-3 to 12 (3,3,3,3) Advanced Topics
- b. MCMA 541-6 (3,3) Seminar: History of Photography
- c. MCMA 542-6 (3,3) Seminar: Photography Theory and Criticism
- d. MCMA 543-6 (3,3) Photography Studio Seminar

### Cinema Concentration

- a. three courses to be selected from below:
  1. CP452-3 Screenwriting
  2. CP454-3 Animated Film Production
  3. CP496a-3 Film Production III
  4. CP496b-3 Film Production IV
  5. CP470a,b or c-3 to 12 (3,3,3,3) Advanced Topics
  6. CP470w-3 to 6 (3,3) Advanced Topics
- b. CP472-3-6 (3,3) Problems in Creative Production: Cinema
- c. MCMA 544-3 Seminar in Film History: American
- d. MCMA 545-3 Seminar in Film History: International
- e. MCMA 546-6 (3,3) Seminar Film Theory

### GENERAL ELECTIVES

Select courses from outside the area of concentration unless otherwise approved by the student's M.F.A. committee.

### Doctor of Philosophy Degree

The Ph.D. degree program is designed to produce scholars and teachers who can make significant contributions to the understanding and development of the mass media and their utilization. Doctoral studies include the entire process of mass communication including communication theory, media history, mass media law, and mass media institutions and their relationships with other societal institutions. The program asks students to achieve breadth in their studies but allows each student to develop a special area of interest and research.

*Admission.* Students applying for doctoral study must have a master's degree and a graduate GPA of at least 3.25. International students must have a TOEFL score of at least 600 (paper score) or 250 (computer score). All applicants must submit currently valid Graduate Record Examination (GRE) scores. Other factors will also be considered including professional and academic accomplishments, examples of professional work, awards and honors, evidence of scholarship such as research papers and published articles, and prior full-time teaching in the mass communication and media arts area. A visit to SIUC and interview with faculty is recommended.

Students whose preparation is lacking in certain areas may be required to take undergraduate courses that will not be counted towards the Ph.D. degree.

An accelerated entry option to the Ph.D. program is offered in exceptional cases to students who have been admitted to the M.A. program. To be eligible, the student must: 1) possess a master's degree; 2) have qualified for admission to the MCMA Ph.D. program initially; 3) complete at least nine hours but no more than 18 hours in the M.A. degree; 4) have a minimum 3.25 GPA in the M.A. program with no incomplete or deferred grades. The student may petition the Director of Graduate Studies for the accelerated entry option during the semester in which the student will begin taking the 9<sup>th</sup> hour of graduate courses, but must petition before earning the 18<sup>th</sup> hour of course work in the M.A. program. If approved, the student is enrolled in the Ph.D. program the next semester. Up to 18 graduate credits earned in the M.A. program will count toward the Ph.D. degree if the accelerated entry option is approved by the MCMA Graduate Committee. Once the student is admitted to the Ph.D. program, all requirements of the Ph.D. program apply. Exceptions to any of these rules must be appealed to the MCMA Graduate Committee, which has final authority to approve or reject the petition.

*Retention.* No course in which the grade is below C shall count toward the degree nor fulfillment of any requirement, but the grade will be included in the grade point average. No more than 3 hours of C work in graduate courses will count toward the degree.

*Procedures.* Detailed policies for the Ph.D. degree are available from the MCMA Graduate Office, including such topics as transfer credit, composition of graduate committees, comprehensive exam procedures, etc. However, some of the major steps through the program are:

1. During the second semester of enrollment, each Ph.D. student will prepare a total program plan for the degree and secure sponsorship by a faculty member who may become the dissertation committee chair. The plan should include a list of courses and tools, with some explanation and justification for their selection in relation to academic goals. The plan will be discussed and modified, when appropriate, before approval.
2. When the student has completed all course work (with all incomplete and deferred grades removed) other than the classes taken in the concurrent semester, the student must pass rigorous comprehensive written and oral examinations. The examination must be completed within one year after the student has satisfied all course and tool requirements. Failure to successfully complete the exams during the one-year period will result in dismissal from the program.
3. Upon successfully completing the comprehensive written and oral exams, the student advances to candidacy and has five calendar years to complete and defend a dissertation based on scholarly research and independent thought that adds to the body of knowledge in the field.
4. Under the guidance of a dissertation committee chair, the student forms a dissertation committee and prepares a dissertation proposal consisting of the introduction, literature review, and methodology for the investigation proposed. An oral defense of proposal must be made before the committee and interested observers, and approved within one year of reaching candidacy.
5. The dissertation defense will be before members of the dissertation committee and interested observers. Although others than committee members may be allowed to ask questions, the pass or fail decision on the oral defense will be made by committee members only.

*Curriculum.* The Ph.D. in mass communication and media arts requires a minimum of 72 credits including 22 credits of foundation courses, 5-7 credits of research tools courses, 15 credits in an emphasis area, 6 credits in support courses, and a 24-credit dissertation.

#### FOUNDATION

MCMA 500-3 Mass Media as Social Institutions  
 MCMA 504-3 Foundations of Mass Communication Theory  
 MCMA 505-3 Theoretical Issues in Mass Communication  
 MCMA 506-3 Law and Policy of Mass Communication  
 MCMA 532-3 Quantitative Research Methods in Mass Communication  
 MCMA 534-3 Qualitative Research Methods  
 EPSY 506-4 Inferential Statistics

*Research Tools Courses.* Doctoral students must complete a minimum of two research courses selected from the list below but must include one MCMA course. Tool courses are selected in consultation with the faculty adviser and are typically selected to serve the research needs of the student's dissertation interests. Students may petition the MCMA Graduate Committee to substitute a course not listed below for a requirement.

EPSY 508-4 Experimental Design in Education Research  
 EPSY 507-4 Multiple Regression  
 \*MCMA 533-3 Research Methodology in Mass Communication II  
 MCMA 530-3 Historical Research in the Mass Media  
 MCMA 534-3 Qualitative Research Methods in Mass Communication  
 MCMA 536-3 Content Analysis  
 MCMA 539-3 Legal and Governmental Research in the Mass Media  
 HIST 500-3 The Historian's Craft  
 POLYS 501-3 Research Methods  
 PSYC 522-4 Experimental Design and Analysis  
 SOC 512-4 Sociological Research  
 SOC 514-4 Qualitative Methodology  
 SOC 526-4 Quantitative Methods in Sociology  
 SPCM 505-3 Seminar: Semiotic Phenomenology and Critical-Cultural Communication  
 (\* Students whose dissertation is not based on legal, historical, or qualitative research methods must take MCMA 533-3.)

#### EMPHASIS AREA

Five additional courses (15 credits) from within the College are required with an emphasis on one area and structured in consultation with the faculty adviser. Emphasis areas are created to help students realize their academic and career goals. College research tools courses listed previously but not counted as fulfilling the tools requirement can be used as emphasis hours. Possible emphasis areas include but are not limited to advertising/persuasion, media

economics, media effects, film and criticism, media history, interactive multimedia, international, law and policy, political communication, public relations, social issues, and telecommunications.

#### SUPPORT COURSES

Two additional courses (6 credits) from outside the College must be completed and are selected in consultation with the faculty adviser. Emphasis and support courses are designed to help students tailor their program of study to pursue a specific area of research interest.

#### COMPREHENSIVE AND ORAL EXAMS

#### DISSERTATION

MCMA 600-24 Dissertation (24 credits): Proposal and Defense.

#### Courses (CP)

Graduate work in the Department of Cinema and Photography is offered toward the Master of Fine Arts degree. Four hundred-level courses in this department may be taken for graduate credit unless otherwise indicated in the course description.

Students provide photographic materials for all cinema and photography production courses, students supply their own film, photographic paper, certain specialized chemicals, a fully adjustable 35mm or 120 roll film camera and \$15 additional cost for laboratory materials for each production course. In motion picture production courses, students provide their own film, processing, recording materials and editing supplies. In courses, which involve analysis and screening of a number of films, a cost of \$10 per course for screenings will be required.

**401-3 Large Format Photography.** Introduction to the aesthetics and techniques of large format (sheet film cameras) photography with emphasis on personal expression and commercial/professional applications. Students purchase texts and provide photographic materials and chemicals. Laboratory fee: \$25. Prerequisite: 322 or concurrent enrollment and consent of department.

**402-6 (3,3) Sensitometry.** An advanced course taught in two semesters covering the technical and visual applications of the black and white process. The initial semester deals primarily with controls over the photographic negative, the zone system, density parameters and practical chemistry. The second semester encompasses all the factors related to the production of the silver print. Topics covered are materials, chemistry, equipment and the aesthetics of photographic printing. The two semesters are sequential and must be taken in order. Laboratory fee for each section \$25. Prerequisite: 322 or concurrent enrollment and consent of department.

**404-3 Introduction to the Studio.** Problems and possibilities in the aesthetics and techniques of studio photography: lighting, visual perception, environment, history, and theory. Students purchase texts and provide photographic materials. Laboratory fee \$25. Prerequisite: 322 or concurrent enrollment and consent of department.

**410-3 Topics in the History of Photography.** Focused study on special topics in the history of photography. Sample topics: The Mythic American Image, The History of Color Photography, African American Photographers, The Appropriated Image, The History of the Image in Social Documentary. Screening fee: \$20. Prerequisite: 310 and 320 with grades of C or better.

**415-3 Photographic Criticism and Practice.** Introduction to photographic, criticism and its application in photographic practice. Through readings, writings and practical experiences, students will gain a broad-based knowledge of critical approaches to the photographic image. Screening fee: \$20. Prerequisite: 310 with a grade of B or better and 320 with a grade of C or better.

**421-6 (3,3) Experimental Photographic Techniques.** Experimental approaches to the creation of photographic images. Specific course content may include experimental techniques utilizing the camera, the darkroom and a wide range of additional media. Students provide materials and may purchase texts. Laboratory fee \$25. Prerequisite: 320, 322 and consent of department.

**426-3 Non-Silver Photography.** Intensive introduction to hand-applied emulsions of cyanotype, vandyke brownprinting, gum printing, etc. Students purchase materials and may purchase texts. Laboratory fee: \$25. Prerequisite: 322 and consent of department.

**427-3 Advanced Color Photography.** Advanced study and production of color photographs. Students provide materials and may purchase texts. Laboratory fee: \$25. Prerequisite: 322 and consent of department.

**429-3 to 6 (3,3) Studio Workshop.** An intensive workshop focusing on current trends in photography. Topics have included landscape photography, architectural photography, environmental portraiture and imagemaking, among others. Students provide photographic materials and may purchase texts. May be taken two times if topic differs. Laboratory fee: \$25. Prerequisite: 322 and consent of department.

**431-3 Applied Photography I.** An introduction to the theory, practice and professional responsibilities of contemporary commercial photography. Students produce a portfolio that surveys commercial applications. Areas of study include advertising, editorial and industrial components. Students provide materials and may purchase additional equipment. Laboratory fee: \$25. Prerequisite: 322 and consent of the department.

**432-3 Applied Photography II.** An advanced investigation into the principles outlined in 431. Students pursue a specific portfolio application throughout the course. Students provide materials and may purchase additional equipment. Laboratory fee: \$25. Prerequisite: 431 and consent of department.

**435-3 Photography and the Mass Media.** Exploration of the use, context, and meaning of photography in the mass media. The photograph as a communications tool will be evaluated along with the role and responsibility of the photojournalist. Students will apply theoretical concepts through group and individual assignments. Students

purchase texts and provide photographic materials. Laboratory fee: \$25. Prerequisite: 322 or concurrent enrollment and consent of department.

**436-3 Documentary Photography: Method, Format and Distribution.** Exploration of the techniques, history and contemporary context of documentary photography. Audience, publication, and distribution of documentary projects will be addressed. Each student will produce an in-depth documentary photographic project. Students purchase texts and provide photographic materials. Laboratory fee: \$25. Prerequisite: 322 and consent of department.

**449-3 to 6 (3,3) Survey of Film History.** Intensive study of particular periods of cinema history, including technological developments, national and international movements, aesthetic traditions, economic and political determinations and concerns of film historiography. May be taken twice, if topic differs. Students purchase texts. Screening fee: \$20. Prerequisite: junior standing, 368, a gpa in cinema and photography courses of 2.75 or higher or consent of department.

**452-3 Screenwriting.** A study of screenplay structure for feature-length, classically structured scripts. Includes treatments, scene-by-scene outlines, character development and script formatting. Students are required to create original script material. Screening fee: \$20. Prerequisite: junior standing, cinema and photography 360, 352 with a grade of B or better, an overall gpa of 2.75 or higher, or consent of department.

**454-3 Animated Film Production.** Practical course for visual expression exploring various 2-D animation techniques such as developmental, filmographic, rear lit, cut out, line, cel, etc., Students purchase texts, art supplies, film materials and processing. Equipment use fee: \$20. Prerequisite: 355 with a grade of B or better, 360, an overall gap of 2.75 or higher, or consent of department.

**461-3 International Documentary Film 1875-1950.** The study of significant developments in international documentary film from 1875 to 1950. A discussion of documentary as a distinct art form with its own history and set of theoretical concerns around politics, poetics, and ethnographic filmmaking. Students purchase texts. Screening fee: \$20. Prerequisite: junior standing, 368, a gpa in cinema and photography courses of 2.75 or higher, or consent of department.

**462-3 International Documentary Film 1950-Present.** An examination of styles in documentary film based upon historical precedent, technological changes, responses to theoretical and ethical questions, and the influences of theatrical distribution and television. Students purchase texts. Screening fee: \$20. Prerequisite: 461, a gpa in cinema and photography courses of 2.75 or higher, or consent of department.

**463-3 History of the Experimental Film.** Study of experimentation in cinema from the turn of the 20th century to contemporary avant-garde films. Student purchase texts. Screening fee: \$20. Prerequisite: junior standing, 368, a gpa in cinema and photography courses of 2.75 or higher, or consent of department.

**466-3 to 6 (3,3) Film Styles and Genres.** Intensive study of a specific body of films grouped by similarities in style, genre, period or cultural origin. Emphasis is on historical, theoretical and critical issues. Topics vary. Sample topics: Science Fiction Film; Film Noir; French New Wave; Third World Cinema; Surrealism in Film. May be taken twice, if topic differs. Students purchase texts. Screening fee: \$20. Prerequisite: junior standing 368, a gpa in cinema and photography courses of 2.75 or higher, or consent of department.

**467-3 to 6 (3,3) Film Authors.** Intensive study of the work of one or more film authors (directors, screenwriters, etc.). Emphasis is on historical, theoretical and critical issues. Topics vary. Sample topics: the films of Alfred Hitchcock, the films of Jean Renoir; the films of Andrei Tarkovsky. May be taken twice, if the topic differs. Students purchase texts. Screening fee: \$20. Prerequisite: junior standing, 368, a gpa in cinema and photography courses of 2.75 or higher, or consent of department.

**470A-3 to 12 (3,3,3,3) Advanced Topics Cinema Studies.** An advanced topics course in cinema studies: history, theory, and criticism. Sample topics: visualizing the body, feminist film theory, surveillance and the cinema. May be repeated, if topics differ. No more than twelve (12) credit hours combined from 470 Advanced Topics courses counted in the first 41 credits of the Cinema Specialization in the undergraduate Cinema and Photography major. No more than six credit hours of 470 Advanced Topics courses counted for graduate credit. Screening fee: \$20. Prerequisite: junior standing, 368, or gpa in cinema and photography courses of 2.75 or higher, or consent of department.

**470B-3 to 12 (3,3,3,3) Advanced Topics Film Production.** An advanced topics course in film production. Sample topics: location lighting, production management, and film sound workshop. May be repeated, if topics differ. No more than twelve (12) credit hours combined from 470 Advanced Topics courses counted in the first 41 credits of the Cinema Specialization in the undergraduate Cinema and Photography major. No more than six credit hours of 470 Advanced Topics courses counted for graduate credit. Equipment usage fee: \$50. Prerequisite: junior standing, 368, a gpa in cinema and photography courses of 2.75 or higher, or consent of department.

**470C-3 to 12 (3,3,3,3) Advanced Topics Photography.** An advanced topics course in photography. Sample topics: still life, narrative tableau, and digital presentation. May be repeated, if topics differ. No more than twelve (12) credit hours combined from 470 Advanced Topics courses counted in the first 33 credits of the Photography Specialization in the undergraduate Cinema and Photography major. No more than six credit hours of 470 Advanced Topics courses counted for graduate credit. Laboratory fee: \$25. Prerequisite: junior standing, 322 or concurrent enrollment.

**470D-3 to 12 (3,3,3,3) Advanced Topics Interdisciplinary Studies.** An advanced topics course in interdisciplinary studies between cinema and photography. Sample topics: visual perception, ethics of image making, 3-D filmmaking, and filmograph production. May be repeated, if topics differ. No more than twelve (12) credit hours combined with 470 Advanced Topics courses counted in the 41 credits of the Cinema Specialization or the 33 credits of the Photography Specialization in the undergraduate Cinema and Photography major. No more than six credit hours of 470 Advanced Topics courses counted for graduate credit. Prerequisite: junior standing, a gpa in cinema and photography courses of 2.75 or higher, or consent of department.

**470W-3 to 6 (3,3) Advanced Topics Screenwriting.** An advanced topics course in screenwriting. Sample topics: adaptation, comedy, and autobiography. May be repeated, if topics differ. No more than twelve (12) credit hours combined from 470 Advanced Topics courses counted in the first 41 credits of the Cinema Specialization in the undergraduate cinema and photography major. No more than six credit hours of 470 advanced topics courses counted for graduate credit. Screening fee: \$20. Prerequisite: junior standing, 452, a gpa in cinema and photography courses of 2.75 or higher, or consent of department.

**472-3 to 6 (3,3) Problems in Creative Production: Cinema.** Intensive examination and problem solving, through readings, screenings, and filmmaking, of a cinematic genre, style, or technical challenge. Theory is combined with practice. Individual and group projects. Sample problems: cinematography, digital filmmaking, 35mm filmmaking, film as performance, optical printing. May be repeated once if topic differs. Equipment usage fee: \$50. Prerequisite: junior standing, 368, a gpa in cinema and photography courses of 2.75 or higher, or consent of department.

**484-3 Optical Printing.** A creative, frame-by-frame study and practice of 16mm filmmaking. Advanced filmmaking by the individual using a 16mm optical printer to complete a number of projects during the semester. Optical printing techniques incorporated into projects include: fades, dissolves, freeze frames, step printing, multi-frame presentations, frame magnification, Super 8 enlargement to 16mm, matt construction, and others. Students will process their 16mm and Super 8 film. Optical printer, film processors, cameras and processing chemistry provided by the department. Equipment use fee: \$50. Prerequisite: junior standing, cinema and photography 376, a gpa in Cinema and Photography course of 2.75 or higher, or consent of department.

**496A-3 Film Production III.** (Formerly Cinema and Photography 455) Advanced filmmaking, by individuals or groups, from pre-production through completion of filming, ready for post-production. Study and practice of script breakdown, budgeting, production planning, casting, location and studio techniques, equipment rental, lighting and double system synchronous sound filming. Students purchase film stock; sound recording materials, lab processing and workprint or telecine services, and other incidental materials. The department provides camera, sound, and lighting equipment. Equipment usage fee: \$50. Prerequisite: senior standing, 376, any two 400 courses numbered 489 or lower; a gpa in Cinema and Photography courses of 2.75 or higher, or consent of department.

**496B-3 Film-Production IV.** (Formerly Cinema and Photography 456) Advanced post-production, completion to first composite film print or on-line video master, for project begun in 496a. Study of aesthetics and practice of film editing, sound design, sound mixing and laboratory finishing procedures. Students purchase picture and sound editing materials and are responsible for laboratory costs. Department will retain a copy of this culminating work in the program, usually on video or DVD. The department provides editing facilities. Equipment use fee: \$50. Prerequisite: 496a, a gpa in cinema and photography courses of 2.75 or higher, or consent of department.

**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 of 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.

### Courses (JRNL)

**400-3 History of Journalism.** Development of American newspapers, magazines, and radio-television with emphasis on cultural, technological and economic backgrounds of press development. Current press structures and policies will be placed in historical perspective.

**401-3 International Communication.** An analysis of the development, structure, functions, and current status of media systems in other countries. Emphasis given to studying factors that facilitate or restrict the flow of intranational and international communication. Not open to students with credit in 306L.

**406-3 Advertising/IMC Campaigns.** Conceptual synthesis and practical application of business, research, media and creative principles used in the formulation of persuasive messages. Includes the development of a complete integrated marketing communications (IMC) campaign for the specific advertiser. Includes all relevant target audience contact points (e.g., advertising, sales promotion, marketing public relations, event marketing, packaging) and both written and oral presentation of the campaign. Prerequisite: 303, 304, 405.

**407-3 Social Issues and Advertising/IMC.** Analysis of social issues involving advertising and integrated marketing communications (IMC); economic relationships, government and self-regulation, cultural effects, influence on media content and structure, role in democratic processes, international comparisons, and the stereotyping of women minorities and other audience segments. Prerequisite: senior standing.

**408-3 Broadcast Advertising Production.** This course, offered jointly with Radio-Television, offers students the opportunity to combine their respective knowledge and skills in creating and producing broadcast commercials. Emphasis will be placed on working in teams to create commercial messages. All stages of the process from research and development of scripts to production, post production and editing of finished commercials and final presentation of the finished products will be included in the course. Prerequisite: 303 or Radio and Television 365 or 383.

**409-3 Specialized Topics in Advertising/IMC.** New developments in advertising and integrated marketing communications. Topics change each term. Students should check specific topic and any special requirements and prerequisite before enrolling. Prerequisite: permission of instructor.

**411-3 Public Policy Reporting.** Continued development of reporting skills with emphasis on the reporting of public policy issues and on use of statistics, the analysis of computerized data bases, and advanced techniques for the investigation of complex stores. Prerequisite: 311 or consent of instructor.

**413-3 Advanced Photojournalism.** Emphasis in-depth photojournalistic reporting. Students research, write and photograph picture stories. Course examines the ethics, history and social role of photojournalism domestically and internationally. Students work with digital imaging and are introduced to full-motion video. Students must have fully adjustable camera. Laboratory fee: \$64. Prerequisite: 313 or Cinema and Photography 320. Student supplies own materials.

**414-3 Picture Story and Photographic Essay.** Production of photographic stories and essays for newspapers, magazines and news media presentations. Students discuss, research, photograph, design and write several stories and essays, while studying the work of influential photojournalists. Student must supply own camera equipment. Lab fee: \$42. Prerequisite: 313 or consent of instructor.

**416-3 Critical and Persuasive Writing.** (Formerly Journalism 390) The roles and responsibilities of the editor, editorial writer and opinion columnist with emphasis upon editorial writing and critical thinking. Editorial problems methods, policies, style and the fundamentals of persuasion and attitude change form the basis for study. Prerequisite: 311

**417-3 Freelance Features Writing.** Identification, research and application of creative writing techniques in producing feature articles for various media. Students analyze reader appeal as well as feature story structure and methods of marketing features to various audiences and publications. Laboratory fee: \$42. Prerequisite: 310.

**419-3 Specialized Topics in News Reporting.** Develops detailed reporting expertise in such topics as business, environment, education, arts and entertainment, health and medicine, sports, public journalism, etc. Laboratory fee: \$42. Prerequisite: 311 or consent of instructor.

**434-3 Media and Ethics.** Explores the moral environment of the mass media and the ethical problems that confront media practitioners. Models of ethical decision-making and moral philosophy are introduced to encourage students to think critically about the mass media and their roles in modern society.

**435-3 Advanced Graphic Communication.** Continues development of message design skills. Emphasizes creative solutions to the display of complex content in a wide variety of media. Laboratory fee \$46. Prerequisite: 335 or consent of instructor.

**494-1 to 6 Practicum.** Study, observation and participation in publication or broadcast activities. Prerequisite: consent of instructor and department. Mandatory Pass/Fail.

**495-1 to 12 (1 to 6, 1 to 6) Proseminar.** Selected seminars investigating media problems or other subjects of topical importance to advanced journalism majors. Seminars will be offered as the need and the interest of students demand. Prerequisite: senior standing.

**599-1 to 6 Thesis.**

**600-1 to 24 (1 to 16 per semester) Dissertation.**

**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 of 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.

### Courses (MCMA)

**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. Prerequisite: consent of instructor.

**500-3 Mass Media as Social Institutions.** Intensive examination of the structure, functions and performance of the mass media in modern societies. It introduces the major theoretical perspectives used in reviewing media activities and the relationships between media organizations and other institutions of society, and provides a review of recent literature on media operations, and criticism of these operations.

**501-3 Intellectual Property and the Law.** Examines the legal and cultural nature of intellectual property. Topics of concern include copyright and patents, right of privacy, obscenity and other areas where the law and new communication products and systems interact.

**502-3 Media Economics.** Explores the structure, behavior and performance of media industries and acquaints student with the economic and public policy forces that define and direct mass media.

**503-3 The Technology of Mass Communication.** A survey of the major technological changes in the communication industry and their business, social and economic effects. On completion of the course, students should have a basic understanding of the technology and the forces that drive it.

**504-3 Foundations of Mass Communication Theory.** Conceptual orientation toward analysis of relationships in the mass communication channels. Emphasis on problem identification and relationships between philosophical basis for behavioral analysis of communication and empirical work in the field; reviews of selected literature.

**505-3 Theoretical Issues in Mass Communication.** Analysis and critique of recent theory and research. Examination of current trends in research and reviews of selected literature relating to mass communication in the areas of systems, interpersonal, mass media, intercultural, political, organizational, instructional and health communication. Prerequisite: 504.

**506-3 Law and Policy of Mass Communication.** Study of the First Amendment and its press, speech, religion, assembly and petition clauses and how they shape public discourse and artistic endeavors in the mass media and other public forums. Focus on how judicial decisionmaking has established the parameters within which the clauses have their impact. Examination of why some speech is not protected under the First Amendment umbrella.

**507-3 Media Management.** Analysis of contemporary management techniques used in mass media industries, including: planning, decision-making, finance, personnel, fiscal support of the media, and organization and control.

**510-3 New Media Research Methods.** Provides an overview of research methods as applied to new media communication. Basics of measurement, survey, experimental and quasi-experimental research designs will be stressed. Examines analytical, aesthetic, creative and theoretical activities as primary qualities of visual perception. Applies cognitive studies to visual thinking processes in the area of multimedia message design and evaluation. Students apply quantitative and qualitative methods to develop analytical skills through exercises.

**512-3 Web Design.** Introduces design principles and authoring tools for publishing on the World Wide Web. Evaluates alternative approaches to site architecture, navigation and layout. Includes more advanced applications, such as web-based multimedia and web-enabled databases.

**515-3 Corporate Multimedia.** State of the industry and case studies in corporate multimedia uses. Students receive detailed information on typical design and production of corporate multimedia projects. Students also use state-of-the-art hardware and software to design, develop and produce a corporate multimedia project for actual clients. The emphasis is to give students design and hands on experience in developing multimedia productions for corporate applications. Incorporating course fee: \$20.

**516-3 Multimedia as an Art Form.** An investigation into the historic and current applications of digital media as an art form. Heavy attention is paid to the works of 20th and 21st century artists noted for their work in various digital and interactive media. Drawing from aesthetic criteria developed in class, students produce interactive projects and investigate and provide in-depth critical analysis of current digital works. Restricted to the College of Mass Communication and Media Arts students and consent of instructor.

**520A-4 Multimedia Design, Production and Authoring I.** Introduces the design and production skills necessary for authoring interactive multimedia products. Emphasizes principles of interface design, writing for interactivity, concepts of branching and linking, and integration of multiple media content. Restricted to College of Mass Communication and Media Arts students and consent of instructor.

**520B-4 Multimedia Design, Production and Authoring II.** Provides additional exploration into the concepts and skills needed to design and produce interactive multimedia products. Emphasizes project planning and management. Students use a collaborative approach to problem solving. Restricted to College of Mass Communication and Media Arts students and consent of instructor. Prerequisite: 520a.

**520C-4 Multimedia Design, Production and Authoring III.** Culminates instruction in interactive multimedia design and production skills. Students receive considerable authoring practice in preparation for the thesis project and in the production of individual multimedia portfolios. Restricted to College of Mass Communication and Media Arts students and consent of instructor. Prerequisite: 520a, 520b.

**530-3 Historical Research in the Mass Media.** Methods of data collection, analysis, organization and presentation for historical research in mass media. Use of such sources as newspapers, archives, personal papers, manuscripts and oral history. Use of statistical methods in mass media historical research.

**532-3 Quantitative Research Methods in Mass Communication.** Identification of research problems, formulation of concepts and research hypotheses in journalism and mass communication, sampling procedures, design of experimental and survey research.

**533-3 Research Methodology in Mass Communication II.** Problems of measurement, design and analysis in journalism and mass communication research. Techniques of attitude scaling, questionnaire construction. Bivariate and multivariate data analysis. Procedures for the creation, management and analysis of large data sets using computer programs. Prerequisite: 532 and Educational Psychology 506.

**534-3 Qualitative Research Methods in Mass Communication.** An introduction to the intellectual underpinnings, epistemology and methodologies of qualitative research. A comparison of qualitative and quantitative research methods designed to develop competency in choosing between, or combining, the two methodologies in accordance with the nature of topics being investigated.

**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: one graduate-level research methods course.

**539-3 Legal and Governmental Research in the Mass Media.** Study of research procedures related to executive, congressional, judicial and quasi-official reports and documents as they affect the mass media. Focus of the study will be an examination of the legal interrelationship of the government and the media. Prerequisite: 506.

**541-6 (3,3) Seminar: History of Photography.** Advanced study of the history of photography within a variety of European and American visual cultural contexts. Particular attention given to photography's transformation of the nature of art, society and media culture. The seminar also explores historiographical issues by examining the analytical assumptions of a number of leading photo-historians. The seminar is structured around intensive weekly readings and discussions as well as development of research and analytical skills via written assignments. The first semester covers the period between 1839 and 1920 and the second semester covers 1920 to the present. The two semesters are sequential and should be taken in order. Screening fee: \$20. Prerequisite: admission to the photography concentration in the College of Mass Communication and Media Arts MFA program or consent of the instructor.

**542-6 (3,3) Seminar: Photography Theory and Criticism.** Advanced study of theoretical and critical approaches to the study of photography. Examination of how different assumptions produce different criteria for the analysis and aesthetic appreciation of the medium. Theoretical and critical models include Marxism, feminism, semiology, formalism and other. The seminar gives students the chance to practice photography theory and criticism themselves and to improve their abilities to interpret, evaluate, and theorize about photographs and photography in general via

intensive readings and discussions, written assignments and class presentations. The course is a two semester sequence and they should be taken in order. Screening fee: \$20. Prerequisite: admission to the photography concentration in the College of Mass Communication and Media Arts MFA program or consent of the instructor.

**543-6 (3,3) Photography Studio Seminar.** A forum for the pursuit of creative projects through photography and related media. Laboratory fee: \$25. Prerequisite: admission to the photography concentration in the College of Mass Communication and Media Arts MFA program.

**544-3 Seminar in Film History: American.** Analysis of the films and ideas associated with a particular director or a significant movement in motion picture history. Screening fee: \$20. Students purchase texts. Course content varies each semester; may be repeated for a total of six credits. Prerequisite: admission to the cinema concentration in the College of Mass Communication and Media Arts MFA program or consent of instructor.

**545-3 Seminar in Film History: International.** Analysis of the films and ideas associated with a particular director or a significant movement in motion picture history. Screening fee: \$20. Students purchase texts. Course content varies each semester; may be repeated for a total of six credits. Prerequisite: admission to the cinema concentration in the College of Mass Communication and Media Arts MFA program or consent of the instructor.

**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. Prerequisite: admission to the cinema concentration in the College of Mass Communication and Media Arts MFA program or consent of instructor.

**547-4 (2,2) MFA Colloquium.** A seminar for graduate degree candidates focusing on the artistic development of the participants. Prerequisite: admission to a concentration in the College of Mass Communication and Media Arts MFA program or consent of instructor.

**548A-1 to 16 MFA Projects - Cinema.** Supervised independent creative work, the amount and exact nature of which is to be determined in consultation with the Cinema and Photography faculty. Equipment usage fee: \$50. Prerequisite: admission to the cinema concentration in the College of Mass Communication and Media Arts MFA program or consent of instructor.

**548B-1 to 16 MFA Projects - Photography.** Supervised independent creative work, the amount and exact nature of which is to be determined in consultation with the Cinema and Photography faculty. Laboratory fee \$25. Prerequisite: admission to the photography concentration in the College of Mass Communication and Media Arts MFA program or consent of instructor.

**555-3 to 15 (3,3,3,3,3) Topical Seminars.** Seminars on subjects of current interest, with the topics determined through students and faculty request and interest.

**560-3 Studies Mass Communication History.** Examine specific topics in the histories of several types of media and related fields: newspapers, magazines, radio, television, advertising, public relations and film. This study will investigate the conceptual dimensions of communication history by examining social histories, economic histories, cultural histories and political histories of the field.

**561-3 Communication and National Development.** Functions of mass media of communication in the process of national development in the third world. Review of models of national development; problems in the diffusion and adoption of innovation; diffusion of information and influence in modernization of developing countries.

**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.

**563-3 Globalization, Culture and the Media.** Debates about globalization from historical, theoretical, and critical perspectives. The central roles of the media in international trade, politics and cultural identity formation are examined. Topics include national and regional versus global tendencies in media flow, the debates about media flow, current policy issues related to globalization of media industries, and how national publics and governments are responding to them in Asia, Africa and other parts of the world.

**564-3 Political Economy of Hollywood.** Examines Hollywood as an industry, its structures and policies in the production, distribution and exhibition sectors. Global expansion of Hollywood and its power relations between the U.S. government, Canada and other governments are considered. Part of the course will be devoted to survival strategies for independent filmmakers including alternative modes of financing independent films, contractual terms and conditions in production, distribution and exhibition to understand the intricacies of dealmaking.

**565-3 Advertising/IMC.** An overview of the IMC approach to problem solving through communications and functional marketing communications areas such as advertising, PR, sales promotion and direct response in terms of their strengths and weaknesses in an integrated program. The focus is on strategy and planning, and students will concentrate on integrating targets, timing and message strategy.

**570-3 Aesthetics of Telecommunications.** Development of critical criteria and application of methods of analysis by which the content, aesthetic elements, and forms of television programs are objectively evaluated. Extensive reading in critical literature and several critical analyses are required.

**571-3 Telecommunications Policy.** Study of the history and development of telecommunications policy. Broad issues in policy are discussed, including policy relating to telecommunications management and international telecommunications. Legal research techniques are emphasized. Extensive readings required. Prerequisite: Restricted to the College of Mass Communication and Media Arts students or consent of instructor.

**572-3 Telecommunications Programming.** Designed to train advanced students in programming strategies for telecommunications. Includes analysis of audience needs. Analysis and interpretation of program ratings. Analysis of program formats and programming strategies.

**573-3 Telecommunications Management.** Theoretical perspectives in telecommunications management. Includes examination of the organization and management of commercial and non-commercial telecommunications organizations with an emphasis on leadership theories and techniques. Restricted to the College of Mass Communication Media Arts students or consent of instructor.

**574-3 International Telecommunications.** Thorough examination of telecommunications systems in other countries. Explores telecommunications across national borders and the role of telecommunications in developing countries.

**575-3 Telecommunications and Society.** The study of effects of telecommunications on various segments of society. Group and individual investigation into research methodology and literature on effects.

**591-1 to 6 Readings.** Supervised readings on subject matter not covered in regularly scheduled courses. Graduate students limited to three credits per semester. Prerequisite: written consent of instructor and area head.

**594-3 Practicum.** Study, observation and participation in multimedia activities. Prerequisite: consent of the chair of the Multimedia Graduate Committee and instructor. Graded *S/U* or *DEF* only.

**596-1 to 6 (1 to 3, 1 to 3, 1 to 3) Independent Study.** Supervised research or independent creative work, the area of study to be determined by the student in consultation with instructor. Prerequisite: written consent of instructor and area head.

**597-3 to 6 Final Project Research.** Independent investigation or original creation of exhibition quality including a research component and directed by committee of at least three faculty. The chair will teach in the student's concentration. The committee must formally hear and approve a project proposal before the student creates the project. Requires LD: Letter grade/*DEF*.

**598A-1 to 6 Final Creative Project - Cinema.** Supervised independent creative work leading to the completion of the MFA creative project requirement. Registration for six hours of 598a is required of each MFA candidate. Equipment usage fee: \$50. Prerequisite: admission to the cinema concentration in the College of Mass Communication and Media Arts MFA program and consent of instructor.

**598B-1 to 6 Final Creative Project - Photography.** Supervised independent creative work leading to the completion of the MFA creative project requirement. Registration for six hours of 598b is required of each MFA candidate. Laboratory fee: \$25. Prerequisite: admission to the photography concentration in the College of Mass Communication and Media Arts MFA program and consent of instructor.

**599-1 to 6 Thesis.** Thesis requirements may be satisfied only by a written thesis. Minimum of three hours required for degree.

**600-1 to 16 Dissertation.** Minimum of 24 hours to be earned for the Doctor of Philosophy degree.

**601-1 Continuing Enrollment.** For graduate students who are working on their thesis. The student must have completed three thesis hours before being eligible to register for this course. Concurrent enrollment in any other course is not permitted. Graded *S/U* or *DEF* only.

### Courses (RT)

Graduate work in the Department of Radio-Television is offered toward the Master of Arts degree in telecommunications. Four-hundred-level courses in this department may be taken for graduate credit unless otherwise indicated in the course description.

**405-3 Applied Audience and Marketing Research Methods.** A problem-solving approach to designing, executing and analyzing media research. Available to both undergraduate and graduate students. Prerequisite: undergraduate, a *B* or better in 305.

**430-3 News and Public Affairs Programming.** Examination of history and scope of news and public affairs programming. Effects of public affairs on programs and audiences. Responsibility of radio and television stations in news and public affairs and community relations. Issues in news and public affairs including ethics. Prerequisite: senior standing, 200 with a *C* or better.

**450-3 Documentary - Style Production.** Develop, write and produce documentary - style and long - form broadcast stories intended for broadcast. Research, develop, write and produce several mini - documentaries and/or one 30 - 60 minute documentary. Laboratory fee: \$45. Prerequisite: 365 and/or consent of instructor; 465 recommended.

**453-3 Educational and Public Broadcasting.** The history and regulatory structure of educational and public broadcasting in the United States, with special emphasis on organizations regulated under the Public Broadcasting Act of 1967. Methods of funding public stations, programming and careers in educational and public broadcasting considered. Prerequisite: *C* or better in Radio-Television 200 and 300.

**457-3 Sports Marketing and Media Relations.** History and development of the business of sports entertainment and marketing in electronic media. Examinations and analysis of sports programming, performance, and producing, with emphasis of franchising, broadcasting, and media relations. Laboratory fee: \$45.

**461-3 Multimedia Production.** Student can learn the fundamental concepts and skills necessary to produce simple interactive multimedia presentations using an assortment of media. Laboratory fee: \$45. Prerequisite: senior standing and consent of instructor.

**463-3 Advanced Audio Production.** Advanced theory of sound, patching, multichannel and digital production, as it applies to radio/TV and related fields. Advanced commercial and promotional audio projects; laboratory hours required. Students participate in studio and on-location audio sessions. This course also introduces the concepts of SMPTE and MIDI: students learn to interface computers with video and musical instruments for various audio applications. Laboratory fee: \$45. Prerequisite: *C* in 363 or consent of instructor.

**464-3 Audio Documentary and Diversity.** (Same as Women's Studies 464.) The purpose of this course is the creation of short and long form audio documentaries by students, regardless of production background. It will introduce students to basic production techniques and diversity considerations during the making of a documentary. This course uses qualitative methods to investigate an issue or document an event, with an emphasis on observation and interview techniques. Topics will explore the role of gender, race, ethnicity and class during the planning, gathering and production stages of the documentary. Course open to non-majors. Laboratory fee: \$45.

**465-3 Advanced Television Production.** Instruction and practical experience in the development of programming for television. Students will produce individual and/or small group project for broadcast and follow the projects through from concept to completion. Many of the projects will air on WSIU-TV. Laboratory fee: \$45. Prerequisite: 365 or consent of instructor.

**466-3 Television Graphics.** State of the industry and case studies in broadcast graphic uses. Students design and produce projects using state-of-the-art hardware and software. The emphasis is to give students hands on experience in developing 2D and 3D graphics for television productions. Laboratory fee: \$45. Prerequisite: consent of instructor.

**467-3 International Broadcasting.** An examination of broadcasting theory related to rural audiences in the United States and abroad. History of farm broadcasting in the United States and abroad. Communication in development is explored. Research on effects on rural audiences. Open to non-majors with consent of instructor. Prerequisite: C or better in Radio-Television 200 and 300 and senior standing.

**469-3 Introduction to Digital Video.** Introduces basic shooting and editing to students interested in using video for purposes other than professional television production, such as education, business, or Web page development. The course surveys digital video formats and applications. Students produce projects using computer editing and special effects. For non-Radio-TV majors. Laboratory fee: \$45. Prerequisite: consent of instructor.

**470-3 Television News Field Production.** Advanced field reporting for television. Students will work under the supervision of the instructor to develop, investigate and report news stories for television. This process will also study the development and production of the mini-documentary. Class will utilize professional grade video recorders, cameras and editing systems. Laboratory fee: \$45. Prerequisite: 370 or consent of instructor.

**480-3 The Internet and Mass Communication.** A critical examination of the Internet from a mass communication perspective. Emphasis on theory, media convergence, broadcast entertainment, news, marketing, advertising, and public relations opportunities and strategies, include Web site design and basic HTML. Prerequisite: consent of instructor.

**481-3 Non-Broadcast Television.** An examination of the special requirements of business, industrial and medical uses of television. Management, budgeting, planning and evaluating productions. Exploration of cable television, satellites and other technologies used in non-broadcast situations. Prerequisite: 365 or concurrent enrollment or consent of instructor, successful completion of language skills exam.

**482-3 Client-Based Production.** Small teams work a client to create the video projects. Students will be responsible for budgeting, working with clients directly, scripting, shooting, editing and follow through on the project. The class simulates how a production house operates. Prerequisite: 465 or 481 or consent of instructor.

**483-3 Advanced Radio-Television Writing.** Exercises in writing broadcast manuscripts including documentary, drama, comedy, and children's programming. Lab fee: \$45. Prerequisite: senior standing and 383 or consent of instructor.

**484-3 Television Production Workshop.** A hands-on workshop designed to produce a "primetime"-type television program, from the script through the actual production process. Topics include casting, budgeting, scheduling, script analysis, location management, production design, staging, lighting, directing and acting for the single camera. Emphasis will be on giving the student the experience of being a part of a production company involved in both studio and location production of a primetime television program. Laboratory fee: \$45. Prerequisite: consent of instructor.

**485-3 Digital Post Production.** Students will examine all aspects of the postproduction process. The course combines editing theory and practice with critiquing professional programs and practical editing exercises. Laboratory fee: \$45. Prerequisite: 365.

**486-3 Broadcast Advertising.** (Same as Journalism 408.) This course, offered jointly with Advertising/IMC, offers students the opportunity to combine their respective knowledge and skills in creating and producing broadcast commercials. Emphasis will be placed on working in teams to create commercial messages. All stages of the process from research and development of scripts to production, post production and editing of finished commercials and final presentation of the finished products will be included in the course. Laboratory fee: \$45. Prerequisite: 365 or 383 or Journalism 303.

**489-2 to 6 Radio Television Workshop.** Advanced work in various areas of radio-television and interrelated disciplines. Laboratory fee: \$45. Prerequisite: consent of instructor.

**598-1 to 3 Research Report.** One to three hours required of all non-thesis students writing a research paper and engaging in a companion creative project. Graded S/U only.

**599-1 to 6 Thesis.** Thesis requirements may be satisfied only by a traditional written thesis. Maximum of six hours may be counted toward degree requirements.

**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 of 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.