

Media

MDA 102 Professional Presentation Essentials

Throughout our careers and lives, we are presented with many situations in which we need effective and ethical oral communication skills -- from delivering formal presentations to leading a team meeting to narrating video content. In this course, students will learn to assess audience needs, research and plan content, use visual aids effectively, and deliver presentations for a variety of settings and purposes. 2 Semester Hours.

MDA 132 Introduction to Media & Culture

The media play significant roles in our lives. We learn about other countries and cultures from books, movies, newspapers, TV shows, and the vast array of content available on the Web. We may even come to know ourselves -- to form our own identities -- through interaction with mediated cultural content. It is essential, then, that we understand the roles media play in our lives. We will explore patterns and meanings in media content, and interrogate the critical interactions between digital media technologies, people, and cultures. In the end, we will become more media literate. 2 Semester Hours.

MDA 140 Broadcast Studio Operations

An introduction to the functions, operations, and equipment found in a radio studio. FCC Rules and regulations are emphasized. Required of all majors and students wishing to be on the staff of WRMU. 1 Semester Hour.

MDA 150 Multimedia Storytelling 1

An introductory course in the basic theories, principles, and practices of multimedia journalism. Topics include narrative and feature storytelling techniques through photojournalism, audio, video, and multiple media. Students learn the fundamentals of reporting, news value, and the ethical dimensions of story development. This course will teach students how to use social media to promote their work and adopt an entrepreneurial approach to media production and development. Three hours of class instruction with one hour of lab time spent producing content for student and campus media. 4 Semester Hours.

MDA 199 Special Topics

See All-university course description.

MDA 205 American Cinema

In this course, we will analyze and evaluate classic and contemporary films by examining framing, editing, acting, scenes and sound. Students will learn the basics of film theory and criticism. This course is designed to increase students' appreciation for and enjoyment of movies and to provide students with an overview of film history and the skills necessary to analyze and critique films. No prior experience in production or film analysis is necessary to take this course. 4 Semester Hours

MDA 210 Kids, Teens & Media

In this course, we will examine the nature of the youth media industry and the role of media in youths' lives and learning. Students will be introduced to the theory and research on how kids and teens are affected by a variety of media, how they use media, and how they learn from and with media technologies. To understand the relationship between youth and media, we will also consider at an introductory level, young people's cognitive and social development and adolescent identity development. 4 Semester Hours.

MDA 231 Applied Media Research

This course focuses on the interaction between current and traditional mass media theory and research along with the analysis and interpretation of original and proprietary research, complex data sets, and audience analysis and ethnography. Journalistic, narrative and feature storytelling will be explored through the development and production of several research-based projects. Prerequisite: COM130S, may be taken concurrently, or permission of instructor. Prerequisite: MDA 132, may be taken concurrently, or permission of instructor. 4 Semester Hours.

MDA 254 Social Media Strategies

An introductory course designed to develop skills in the social media and apply those skills toward appropriate messaging. The social media change rapidly, and the course is designed to teach concepts, which may be adapted to accommodate change. 4 Semester Hours.

MDA 256 Production Design

This research and project-based course will center on audience and story development using production design of visual information in film and video. This course teaches students how to effectively visualize complex ideas on screen. Several forms of production design will be explored including opening credit sequences, set design, pre-production design, tone, and setting. Students will create a pre-production plan leading to the creation of a short film. Use social media to promote and share their projects with various audiences. 4 Semester Hours.

MDA 290 Media Practicum

Open to majors and minors wishing to pursue an on-campus project in media. Course work involves active participation in a performance-oriented project typically on campus. Students may count a maximum of four semester hours in any practicum toward graduation requirements. Registration for practicum hours requires completion of an application form. Graded S or U. Prerequisites: 16 hours of Visual Arts & Media Department Credit, and permission of instructor. 1-4 Semester Hours.

MDA 305 Media Travel Seminar

A faculty led trip to national or international locations for the purpose of studying a topic or even firsthand from a media perspective. Students are expected to attend orientation sessions, complete required readings, and develop a research proposal before the trip. During the trip students will keep a journal and collect data for their project which is to be completed upon return. Prerequisites: permission of instructor. 1-4 Semester Hours.

MDA 335 Digital Media, Law and Policy

The media we interact with every day — what content is available, how they work, the type of access we have, how much they cost — are continually shaped by the decisions of courts, government agencies, politicians, and lobbyists. Who decides what words get beeped on the air and which ones do not? What forces are shaping the Internet and social media? From the First Amendment to privacy in a digital age, we'll explore these questions and more as we look at the history and current developments in the way our media systems are structured, run, and governed. Prerequisite: MDA 132 or permission of instructor. 4 Semester Hours.

MDA 346 Digital Storytelling II

An intensive project-driven course offering students the opportunity to further develop their skills in writing and producing audio and video content. This will be a laboratory-based course in which students will gain advanced hands-on experience. Prerequisites: MDA 150, MDA 205, MDA 256. 4 Semester Hours.

MDA 378G Social Identity, Power and the Media

This course in media literacy offers students the opportunity to examine critically the image construction of women, LBGT communities, economic classes, and various minorities including but not limited to racial and ethnic minorities. Both U.S. and international media will be considered. 4 Semester Hours.

MDA 399 Special Topics

See AI-University 300 course description.

MDA 400 Independent Study

The study of selected topics in media. Individual research is emphasized, and a paper or major project is required. Prerequisites: Junior or above standing. 4 Semester Hours.

MDA 403 Documentary Media Production

This course builds on concepts explored in Digital Audio and Video Production. In this advanced project-based course students will continue to hone their filmmaking skills through the production of a documentary film, which will be screened in front of an audience. This challenging production-oriented course will teach students to work in a cooperative team environment where each person fills a different role within the production team. Prerequisite: MDA 346. 4 Semester Hours.

MDA 425 Design for Multimedia

Students will demonstrate the culmination of the narrative and documentary story telling approach through the production of a richly detailed researched-based electronic story package. Prerequisites: MDA 150, MDA 231, MDA 346 and junior or senior standing. COM 256 is highly recommended. 4 Semester Hours.

MDA 430 Critical Media Perspectives

A seminar exploring media from a critical perspective. The social, political, and economic impact of both the mainstream and alternative media, advertising, and popular culture texts on American society and democracy will be discussed. Prerequisite: MDA 132 or permission of instructor. 4 Semester Hours.

MDA 440 Political Communication

This course examines the role rhetoric and the media play in constructing and shaping a variety of political messages and citizen perceptions of politics. Topics include the nature of political rhetoric, campaign discourses, media coverage of campaign discourses, congressional and presidential oratory, and media ethics. The course aims to sharpen students' critical skills in analyzing and evaluating political rhetoric and media coverage of political campaigns. 4 Semester Hours.

MDA 446 Creative Visual Storytelling

This course introduces students to digital filmmaking and provides a basic understanding of how films are made. Student will learn composition, lighting, sound, and editing to tell a story. It centers on the basic language of filmmaking, scriptwriting, preproduction, production, and postproduction along with the use of social media to raise funds and promote film projects. This course culminates in a final film project, which will be screened in front of an audience. This challenging production-oriented course will teach

students to work in a cooperative team environment where each person helps others make their film. Due to the collaborative nature of this course, this course is an excellent elective for theater/acting majors and creative writing English majors. Prerequisite for majors: MDA 150 and MDA 346. Prerequisite for non-majors: Permission of instructor. 4 Semester Hours.

MDA 483 Global Media

Comparison and critique of national approaches to media and their social and political impact on cultures. 4 Semester Hours.

MDA 499 Internship in Media

An opportunity for a significant experiential learning experience outside of the classroom. Admission to the internship program is through a formal application and approval process. A student's academic record and active participation in the media activities of the department are major criteria for admittance into the program. Consult with for details. Prerequisites: junior or senior standing and approval of the department faculty. Graded S or U. 2-12 Semester Hours.