

# COMMUNICATION/MEDIA STUDIES (CMS)

## **CMS 2010. Introduction to Media Studies (3)**

This course offers an overview of the cultural, social, political, and economic impact of mediated communication. Topics include the nature and function of media, core media institutions, and media in transition. Students will analyze media critically, including the contemporary mediascape, and develop a historical perspective on major media forms.

**Prerequisites:** ENGL 1101 (may be taken concurrently)

## **CMS 2015. Visual Communication (3)**

This course covers the principles of visual literacy and basic techniques in the production of media content, with focus on visual awareness, composition, aesthetics and processing as key elements in effective communication.

**Prerequisites:** ENGL 1101 (may be taken concurrently)

## **CMS 2100. Introduction to Film (3)**

A humanities-based approach to cinema as an art form, this course introduces the basic elements of motion-picture form: camerawork, editing, narrative, sound, and mise-en-scene. The course also locates contemporary filmmaking within historical and international contexts. Attendance is required for weekly out-of-class screenings.

## **CMS 2410. Digital Photography (3)**

Introduction to photographic techniques and editing. Students will learn basic composition, lighting, and image processing for digital distribution.

## **CMS 2420. Intro to Field Production (3)**

An introduction to the production and distribution of networked digital media. Readings and assignments teach the basic concepts employed in production/distribution as well as hands-on skills using hardware and software. Students are required to provide a digital audio/video recording device (e.g. smart phone or camcorder) that meets the specifications listed on the CMS program website.

**Prerequisites:** ENGL 1102

## **CMS 3020. Research Methods (3)**

This course provides CMS majors with the necessary skills to conduct independent, primary, interdisciplinary research in Media Studies and Cultural Studies. Students learn a variety of humanistic and social-scientific methodologies, which may include some or all of the following: in-depth interviewing, focus groups, archival research, content analysis, semiotics and textual analysis. Students choose an appropriate media topic to study through a variety of research modes and methods over the length of the semester. Open to students who have been admitted to the Communication and Media Studies (CMS) minor or BA programs.

**Prerequisites:** ENGL 1102 and (CMS 2010 (may be taken concurrently) or CMS 2015 (may be taken concurrently))

## **CMS 3101. Media and Culture (3)**

An introduction to humanities-based approaches to the study of media and culture. Theories of textual and visual signification are introduced, including the contributions of discursive contexts and audience expectations. The class considers questions of taste, quality, and cultural identity, particularly as applied to contemporary and emerging media technologies.

**Prerequisites:** ENGL 1102 and (CMS 2010 (may be taken concurrently) or CMS 2015 (may be taken concurrently))

## **CMS 3110. Media Industries (3)**

Study of film, broadcast, print, and internet industries, explaining how these industries work in the corporate world.

**Prerequisites:** ENGL 1102

## **CMS 3200. History of Communication (3)**

A chronological survey of major types of media and human communication, from pre-history through the present day, focusing upon the interrelationships between communication media and their larger social and cultural contexts. The history of communication leading to English-language media is the main focus, but comparisons and contrasts with other world communication systems will also be explored. Recommend: Completion of Areas C and E.3 (preferably HIST 1110).

**Prerequisites:** CMS 2010 and (ENGL 1102 or ENGL 112) and (COMM 1110 or SPCH 121 or SPCH 201) and (FILM 2100 or CMS 2015)

## **CMS 3340. National Cinemas I (3)**

This course closely studies the development of a specific national or regional cinema in terms of its aesthetic, theoretical, and socio-political dimensions. Topics range from the study of a historical period (the Russian silent era, for example), to an in-depth analysis of a single (The French New Wave), to the conceptualization of a specific national or regional cinema (e.g., Japanese, Indian, French, Mexican, Canadian, African, New Zealand, etc.).

**Prerequisites:** ENGL 1102 and (CMS 2100 or CMSS 2100)

## **CMS 3341. National Cinemas II (3)**

This course closely studies the development of a specific national or regional cinema in terms of its aesthetic, theoretical, and socio-political dimensions. Topics range from the study of a historical period (the Russian silent era, for example), to an in-depth analysis of a single movement (The French New Wave), to the conceptualization of a specific national or regional cinema (e.g., Japanese, Indian, French, Mexican, Canadian, African, New Zealand, etc.).

**Prerequisites:** ENGL 1102 and CMS 2100

## **CMS 3342. National Cinemas III (3)**

This course closely studies the development of a specific national or regional cinema in terms of its aesthetic, theoretical, and socio-political dimensions. Topics range from the study of a historical period (the Russian silent era, for example), to an in-depth analysis of a single movement (The French New Wave), to the conceptualization of a specific national or regional cinema (e.g., Japanese, Indian, French, Mexican, Canadian, African, New Zealand, etc.).

**Prerequisites:** ENGL 1102 and CMS 2100

## **CMS 3400. Communication Law & Ethics (3)**

This course is designed to provide students with an overview of law and ethics in mass media, a basic understanding of how existing laws control the operation of mass media, and recognition of freedom of expression and press laws in the United States including access to government records.

**Prerequisites:** ENGL 1102 and (CMS 2010 (may be taken concurrently) or CMS 2015 (may be taken concurrently))

## **CMS 3410. Lighting for Motion Pictures (3)**

This studio course introduces the aesthetic conventions and technical skills of motion-picture lighting, including instruments, equipment, and techniques used for in-studio and on-location settings. Students will learn the process behind production lighting and demonstrate the ability to achieve a professional-quality video image.

**Prerequisites:** CMS 2410 or CMS 2420 or FILM 1520

**CMS 3420. Audio Recording & Sound Design (3)**

This studio course introduces the aesthetic conventions and technical skills of recorded sound. Assignments include field recording for audio media (e.g. radio and podcasting) and video, along with post-production sound design for moving images, including the preparation of dialog, sound effects, and music tracks.

**Prerequisites:** CMS 2015 (may be taken concurrently)

**CMS 3500. Writing & Editing - Mass Media (3)**

A course in writing and editing for mass audiences, including print, broadcast, and Internet Journalism. Emphasis on news gathering, public affairs reporting, and practical applications of journalistic techniques and genres.

**Prerequisites:** CMS 2010 and (ENGL 1102 or ENGL 112) and (COMM 1110 or SPCH 121) and (FILM 2100 or CMS 2015)

**CMS 3550. Introduction to Advertising (3)**

This course provides students with a comprehensive introduction to advertising as an industry, its history, evolution and cultural impacts. Students will study theories of advertising, the advertising agency and the roles and responsibilities of its personnel. Students will also learn production techniques and the relationships among the advertising agency, the client, and the media.

**Prerequisites:** ENGL 1102

**CMS 3560. Intro to Public Relations (3)**

This course provides students with a detailed introduction to public relations (PR), including its historical origins, contemporary approaches, and its distinctions from advertising. Students will explore theories of PR while learning the many roles and functions of the practitioner and the agency. Through case studies, students will examine legal and ethical concerns, and engage in simulations to identify a client, construct a press release and newsletter, and develop a portfolio that establishes and maintains client visibility.

**Prerequisites:** ENGL 1102

**CMS 3600. Introduction to Broadcasting (3)**

This course provides students with an understanding of the operations and functions of radio and television broadcasting in both America and in other countries. Students will learn how broadcasting and the electronic media operate including programming, production and distribution, networks, local stations, advertising and promotion, audience ratings and new technologies.

**Prerequisites:** ENGL 1102

**CMS 3700. Corporate Communication Design (3)**

This course teaches students fundamental design skills which can be applied to advertising and publicity layout and production. Students learn the fundamentals of color theory and software applications along with design techniques used in the representation of corporate entities in the production of print ads; logos and corporate identities; online ads, and/or newsletters. Students will also learn the role and responsibilities of designers within the advertising industry.

**Prerequisites:** ENGL 1102

**CMS 3710. Writing for Digital Media (3)**

An advanced writing course that examines dispersed computer networks as new media forms. The course begins with a survey of the aesthetic, historical, and theoretical contexts that shape communication using digital media. It then offers hands-on experience in the development of hypertext and multimedia documents. Recommended: ITSX 1401 or equivalent knowledge of Hypertext Markup Language (HTML).

**Prerequisites:** ENGL 1102 and (CMS 2010 (may be taken concurrently) or CMS 2015 (may be taken concurrently))

**CMS 3720. New Media Design (3)**

A studio course that focuses on aesthetic and communicative applications of graphic, streaming, and interactive digital media. Class projects will result in a portfolio of work integrating sound, typography, photo illustration, and moving images.

**Prerequisites:** ENGL 1102

**CMS 3810. Women and Popular Culture (3)**

This course explores how women are represented in American popular culture, and how popular culture shapes our common sense notions regarding women, men, and our gender-specific roles in society. We will consider what types of images we see and hear in various forms of popular culture, including Hollywood movies, fashion magazines, television, advertising, music and popular health. We will then question how we learn to respond to and interpret these messages. Throughout our course we will study how pop cultural texts work to create meanings and how we can become critical consumers of those messages.

**Prerequisites:** (CMS 2015 or FILM 2100) and (ENGL 1102 or ENGL 112)

**CMS 3820. Screenwriting (3)**

In this course, students will study the mechanics of screenwriting. The course explores dramatic structure including film language, story, and character development. Students will analyze and apply various techniques in writing for the screen.

**Prerequisites:** ENGL 1102 and CMS 2010

**CMS 3901. CMS Internship (3)**

Students must coordinate their placements with their desired internship sites and with the CSU Office of Career Services. The placement site will be in a professional communication, performance, or other media environment related to the career interests or goals of the individual student. Enrollment is limited to students majoring in Communication and Media Studies and also requires program approval.

**Prerequisites:** CMS 2010 and CMS 2015

**CMS 3902. Internship II (3)**

This course offers Communication and Media Studies students an additional experiential-learning opportunity for students who have completed CMS 3901 and wish to continue their internship for elective credit. Enrollment is limited to students majoring in Communication and Media Studies and also requires program approval.

**Prerequisites:** CMS 3901

**Restrictions:** Communication Media Studies

**CMS 3903. Advanced Media Production (3)**

This course offers Communication and Media Studies students an additional experiential-learning opportunity that may be completed in addition to the required internship, CMS 3901. The course involves supervised work in advanced media production related to the career interests or goals of the individual student. Enrollment is limited to students majoring in Communication and Media Studies and also requires program approval.

**Prerequisites:** CMS 4410 or CMS 4450 or CMS 3710 or ENGL 3901

**Restrictions:** Communication Media Studies

**CMS 3911. Internship/Practicum in CMS II (3)**

This course is the principal experiential learning component of the Communication and Media Studies degree program. The placement site will be in a professional communication, performance, or other media environment—either on- or off-campus, as appropriate—related to the career interests or goals of the individual student. Students must coordinate their placements both with their desired internship/practicum sites and with the Clayton State Office of Experiential Learning. Placement opportunities outside the U.S. are encouraged. Enrollment is limited to students majoring in Communication and Media Studies and also requires program approval.

**Prerequisites:** COMM 1110 and COMM 3300

**CMS 3921. Internship/Prac in CMS III (3)**

This course is the principal experiential learning component of the Communication and Media Studies degree program. The placement site will be in a professional communication, performance, or other media environment—either on- or off-campus, as appropriate—related to the career interests or goals of the individual student. Students must coordinate their placements both with their desired internship/practicum sites and with the Clayton State Office of Experiential Learning. Placement opportunities outside the U.S. are encouraged. Enrollment is limited to students majoring in Communication and Media Studies and also requires program approval.

**Prerequisites:** COMM 3300 and COMM 1110

**CMS 4310. Film Analysis and Criticism (3)**

This course continues the humanities-based approach to cinema begun in Introduction to Film, now in a writing-intensive format. Through weekly writing assignments students master the analysis of motion-picture form, including camerawork, editing, narrative, sound, and mise-en-scene. The course also considers multiple approaches to film theory and criticism within historical and international contexts. Attendance is required for weekly out-of-class screenings.

**Prerequisites:** CMS 2100 and FILM 2700

**CMS 4320. Women and Film (3)**

This course explores the role of women in cinema as on-screen representation, as spectators, and as filmmakers. We will study selected films and readings particularly in light of women's gender, class, race, and sexuality.

**Prerequisites:** ENGL 112 or ENGL 1102 and CMS 2100 or CMSS 2100

**CMS 4330. Film Genres I (3)**

An analysis of specific genres of American and international cinema, focusing on the conventions and icons of those genres and examining significant films within them.

**Prerequisites:** (CMS 2100 or CMSS 2100)

**CMS 4331. Film Genres II (3)**

An analysis of specific genres of American and international cinema, focusing on the conventions and icons of those genres and examining significant films within them.

**Prerequisites:** (CMS 2100 or CMSS 2100)

**CMS 4332. Film Genres III (3)**

An analysis of specific genres of American and international cinema, focusing on the conventions and icons of those genres and examining significant films within them.

**Prerequisites:** (CMS 2100 or CMSS 2100)

**CMS 4340. Television Criticism (3)**

This course teaches students to analyze television programming using such methods as genre criticism, ideological criticism, auteurs criticism, semiotics and cultural studies and instructs them in the important elements of television production, including narrative structure, cinematography, editing, sound and acting.

**Prerequisites:** ENGL 1102 and (FILM 2100 or CMS 2015)

**CMS 4410. Digital Video Production (3)**

An introduction to the three phases of digital video creation: pre-production, production, and post-production. Students will be required to attend events (e.g., video shoots) scheduled outside of regular class hours.

**Prerequisites:** CMS 2100 and (CMS 2420 or FILM 1520)

**CMS 4490. Modes of Video Production I (3)**

This studio course in digital video production investigates modes of digital production, including fiction, documentary, experimental, personal narrative, web video, and interactive media, teaching fundamental terms and concepts while providing students with hands-on hardware and software skills. Students will be required to attend events (e.g. video shoots) scheduled outside of regular class hours.

**Prerequisites:** CMS 2100 and (CMS 2420 or FILM 1520)

**CMS 4492. Modes of Video Production III (3)**

This studio course in digital video production investigates modes of digital production, including fiction, documentary, experimental, personal narrative, web video, and interactive media, teaching fundamental terms and concepts while providing students with hands-on hardware and software skills. Students will be required to attend events (e.g. video shoots) scheduled outside of regular class hours.

**Prerequisites:** CMS 2100 and (CMS 2420 or FILM 1520)

**CMS 4500. Global Contexts in CMS (3)**

This course focuses on the roles played by media in processes of cultural and economic globalization.

**Prerequisites:** CMS 3020 and (CMS 3101 or COMM 3010)

**CMS 4560. Public Relations Prin. & Prac. (3)**

A study of advertising and public relations theories and practices with emphasis on communication strategy and creative practices behind the delivery of advertising and public relations messages to target audiences.

**Prerequisites:** ENGL 1102 and (CMS 3500 or CMS 3550 or CMS 3560)

**CMS 4580. Crisis & Change Communication (3)**

Introduction to crisis and change communication and application, covering crisis communication theory, management approaches during corporate changes, and the influence of culture on crisis and change communication.

**Prerequisites:** (CMS 2010) or (COMM 3300)

**CMS 4610. Social Media (3)**

This course focuses on emerging definitions, theories, and practices of social media. It surveys different platforms and investigates contemporary uses of social media by individuals and institutions. In addition, it includes hands-on experience and production techniques using selected platforms.

**Prerequisites:** CMS 2010 (may be taken concurrently)

**CMS 4650. Audio Podcasting (3)**

Introduction to the technical and creative skills necessary for producing high quality serial asynchronous audio programming (podcasts).

Topics include: audio recording and editing, copyright, voice training, interviewing, writing for spoken communication, narrative structure, and musical arrangement. Over the course of the semester, students will produce their own podcasts.

**Prerequisites:** ENGL 1102

**CMS 4800. Selected Topics in CMS I (3)**

Seminar in Communication and Media Studies topics.

**CMS 4801. Selected Topics in CMS II (3)**

Seminar in Communication and Media Studies topics.

**CMS 4802. Selected Topics in CMS III (3)**

Seminar in Communication and Media Studies topics.

**CMS 4803. Selected Topics in CMS (3)**

Seminar in Communication and Media Studies topics.

**CMS 4804. Selected Topics in CMS (3)**

Seminar in Communication and Media Studies topics.

**CMS 4805. Selected Topics in CMS (3)**

Seminar in Communication and Media Studies topics.

**CMS 4807. Selected Topics in CMS (3)**

Seminar in Communication and Media Studies topics.

**CMS 4810. Women and the Arts (3)**

In this course, we will explore the role of women as artists, spectators, and representations in the visual, literary, and performing arts. Our primary category of analysis in Women & the Arts is gender, the socially constructed and historically variable understanding of what it means to be a woman or man, but we will further consider how this category interacts with race, class, and sexuality in the arts. Likewise, a central idea in our class is that knowledge and images conveyed through artistic texts are not neutral; rather, the arts socialize and discipline us even as they entertain and enlighten us.

**Prerequisites:** ENGL 1102 and (FILM 2100 or ART 2302 or PHIL 2401 or THEA 1100 or WST 2500 or CMS 2015)

**CMS 4820. Media, Rhet, & Social Move I (3)**

Considers the roles played by media and rhetoric in shaping the nature, development and impact of one or more social movements. Examines how communication and media have facilitated or hindered protest and reform in the United States and the world. Rotating topics.

**Prerequisites:** COMM 1110 and (FILM 2100 or CMS 2015)

**CMS 4821. Media, Rhet, & Social Move II (3)**

Considers the roles played by media and rhetoric in shaping the nature, development and impact of one or more social movements. Examines how communication and media have facilitated or hindered protest and reform in the United States and the world. Rotating topics.

**Prerequisites:** COMM 1110 and (FILM 2100 or CMS 2015)

**CMS 4822. Media, Rhet, & Social Move III (3)**

Considers the roles played by media and rhetoric in shaping the nature, development and impact of one or more social movements. Examines how communication and media have facilitated or hindered protest and reform in the United States and the world. Rotating topics.

**Prerequisites:** COMM 1110 and (FILM 2100 or CMS 2015)

**CMS 4900. Directed Research in CMS (3)**

Independent study in Communication and Media Studies (credit varies).

**Prerequisite(s):** Junior-level status and CMS Program permission.

**Restrictions:** Communication Media Studies

**CMS 4999. CMS Capstone (3)**

This senior-level seminar will prepare students for entering careers in communication, media, and related fields. Students will receive training in job search techniques and interview skills, and study current dynamics in the workforce. Students will also develop a professional resume and a digital portfolio appropriate to their interests, strengths, and career goals.

**Prerequisites:** (CMS 3101 (may be taken concurrently) or CMS 3020 (may be taken concurrently))