

Department of Radio-Television/Photography

Robert Spires, Interim Chair
Mass Communication 245

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Majors in this department work toward a Bachelor of Science degree with a major in Mass Communication and a concentration in either Photography, Radio-Television, or Digital Media Communication.

Students in the Photography concentration take 36 to 42 hours of coursework in the College of Mass Communication. Students in the Radio-Television concentration take 33 to 42 hours of coursework in the College of Mass Communication. Students in the Digital Media Communication concentration take 21 to 42 hours of coursework in the College of Mass Communication. A minimum of 90 hours **must** be taken outside the College with **at least** 65 hours in the liberal arts and sciences. Total university credit for individual problems, practicum, and internship courses cannot exceed six hours.

The Department of Radio-Television/Photography will not accept any more than 12 semester hours of transfer credit toward either a major or minor in the department. This is a maximum number of credits that will be accepted and does not constitute a guarantee that each student desiring to transfer up to 12 semester hours into the program will be granted credit for all transfer hours. Each case will be judged on an individual basis.

Transfer credit will not be granted for any course taken at a non-accredited institution. Transfer credit **will** normally be granted for theory/concept courses such as "Understanding Mass Media" if the credit comes from an accredited institution of higher education. Transfer credit **will not** normally be granted for production courses taken at other institutions with the possible exception of a basic course in audio production. No transfer credit will be awarded for any production course taken at an institution not accredited by the Accrediting Council on Education in Journalism and Mass Communication. For production courses taken at an ACEJMC-accredited institution, transfer credit may be awarded on a case-by-case basis.

Further information on departmental procedures for awarding transfer credit is available from the department.

All students in the Department of Radio-Television/Photography are required to complete one 18-hour minor in the liberal arts and sciences and may be required to complete a second minor depending upon the area of emphasis. Students in the Radio-Television and Photography concentrations may not minor in any area of the College of Mass Communication.

All sequences in the Department of Radio-Television/Photography require admission to candidacy upon completion of 45 semester hours of university-level coursework. Specific requirements are listed below by sequence. Most upper-division courses in the Department have admission to candidacy as a prerequisite.

In all curricular listings, (Area __) refers to the General Studies requirements as outlined on pages 59-61.

Concentration: Photography

The Photography program integrates technical competence and visual awareness. Experiences promote personal and professional growth toward careers in photography and media photography.

In addition to the core competencies outlined on page 286, all Photography students take a two-dimensional design course in the Art Department.

Admission to Candidacy

To be admitted to candidacy in the Photography concentration, the student must meet the following requirements:

1. 45 hours completed before applying for candidacy
2. Grade of C (2.00) or better in each of the following:
 JOUR/RATV 1020
 JOUR 2710 or equivalent writing competency (grade of B or better in ENGL 1010 and 1020)
 ENGL 1010 and 1020
3. Grade of C or better in each of the following:
 PHOT 3040
 PHOT 2050
 PHOT 3110
4. Minimum GPA in PHOT 2050, 3040, and 3110 of 2.50
5. Minimum overall GPA in all college coursework of 2.50.

Recommended Curriculum

FRESHMAN		SOPHOMORE	
English (Area I-A)	6	English (Area II-A)	6
BIOL 1030 and PSCI 1030		HIST 2010, 2020 (Area III-A)	6
or GEOL 1030 (Area IV-A)	8	MATH (Area IV-B)	3
Gen. Studies (Area III-B)	3	PHED (Area V)	2
CSCI 1000 or equivalent	1	PHOT 3040, 3110, 3120	9
Gen. Studies (Area II-B)	3	Minor electives	9
PHED or MS (Area V)	2		35
ART 1610	3		
RATV 1020 (Area I-B)	3		
JOUR 2710	3		
PHOT 2050	3		
	35		

Photography Required Courses**College Core:**

JOUR/RATV 1020 Understanding Mass Media, 3 hours
 JOUR 2710 or equivalent writing competency
 JOUR/RATV 4250 or equivalent law competency

Required Courses:

ART 1610 Two-Dimensional Design
 PHOT 2050 Basic Black and White Photography
 PHOT 3040 History of Photography
 PHOT 3110 Intermediate Photography I
 PHOT 3120 Intermediate Photography II
 PHOT 3810 Color Photo Communication I
 PHOT 4040 Color Photo Communication II
 PHOT 4060 Photojournalism
 PHOT 4280 Editorial Photography

Electives in Major:

Select three courses:

PHOT 3200 Digital Imaging in Photography
 PHOT 3580 Photography Practicum
 PHOT 4000 Photography Internship
 PHOT 4190 Ethics and Law for Visual Communicators
 PHOT 4220 Advanced Photojournalism
 PHOT 4270 Photo Illustration
 PHOT 4290 Documentary Photography

Total hours in the college: 36-42

Other requirements including at least 65 semester hours in liberal arts and sciences: 90-96

Concentration: Radio-Television

The Radio-Television program blends theoretical and “hands-on” approaches to electronic media education. In addition to the core competencies outlined on page 260, students enroll in 2410, Introduction to Electronic Media, and 3120, Sight, Sound and Motion. Students choose a specialty area that best fits their career goals. Those areas are electronic media journalism, electronic media production, electronic media management, and digital animation.

Electronic media journalism offers preparation for work in the electronic news field, reporting, and news management. Electronic media production helps prepare graduates for work in production at television stations, production and post-production houses, and corporate production settings. Studio production courses are complemented with field production coursework. Electronic media management offers preparation for work in “behind-the-scenes” areas of broadcast stations and cable systems from programming to advertising and sales, combining the business and creative aspects of electronic media. Digital animation offers preparation for work in the television and video graphics professions. The specialty area also includes photo digital imaging which is important to both the still photographer and the video animator. Students are encouraged to complete their education with internships in professional settings. Used for instruction are an electronic newsroom, a 50,000-watt FM radio station affiliated with National Public Radio, a student-operated FM station, a cable television channel, three TV studios, post-production rooms, and a 40-foot mobile production lab.

Recommended Curriculum**FRESHMAN**

English (Area I-A) 6
 BIOL 1030 and PSCI 1030 or
 GEOL 1030 (Area IV-A) 8
 Gen. Studies (Area I-B) 3
 Gen. Studies (Area III-B) 3
 RATV 1020 3
 JOUR 2710 3
 PHED or MS (Area V) 2
 CSCI 1000 or equivalent 1
 Elective 3
32

SOPHOMORE

English (Area II-A) 6
 History (Area III-A) 6
 Gen. Studies (Area II-B) 3
 RATV 2410, 3120 6
 Minor electives* 6
 PHED or MS (Area V) 2
 Mathematics (Area IV-B) 3
32

Admission to Candidacy

To be admitted to candidacy in the electronic media journalism sequence, the student must meet the following requirements:

1. 45 hours completed before applying for candidacy
2. Grade of C (2.00) or better in each of the following:
 JOUR/RATV 1020
 JOUR 2710 or equivalent writing competency (grade of B or better in ENGL 1010 and 1020)
 ENGL 1010 and 1020
3. Grade of C or better in each of the following:
 RATV 2410
 RATV 3120
4. Minimum overall GPA in all coursework of 2.50.

Electronic Media Journalism Requirements**College Core:**

JOUR/RATV 1020 Understanding Mass Media, 3 hours
 JOUR 2710 or equivalent writing competency
 JOUR/RATV 4250 or equivalent law competency

Department core:

RATV 2410 Introduction to Electronic Media
 RATV 3120 Sight, Sound, and Motion

Specialty:

RATV 3410 Electronic Media News Writing
 RATV 3500 Electronic Media News Reporting and Producing
 RATV 3740 Advanced Electronic Media News Reporting and Producing

Select one:

RATV 3020 Writing for the Electronic Media
 RATV 3030 Electronic Media Advertising
 RATV 3110 Radio Station Operations
 RATV 3130 Television Production
 RATV 3570 Broadcast Announcing/Performance
 RATV 4140 Electronic Media Programming
 RATV 4430 Electronic Media Management

Required elective (6 hours)*

Optional electives (up to 6 hours)**

Total hours in the college: 33-42

Other requirements including at least 65 semester hours outside Mass Communication in liberal arts and sciences: 90-99

**Any course in the College of Mass Communication except internship, practicum, or independent study.*

***Any course in the College of Mass Communication. May include up to a total of 6 hours from any combination of internship, practicum, or independent study.*

Admission to Candidacy

To be admitted to candidacy in the electronic media production sequence, the student must meet the following requirements:

1. 45 hours completed before applying for candidacy
2. Grade of C (2.00) or better in each of the following:
JOUR/RATV 1020
JOUR 2710 or equivalent writing competency (grade of B or better in ENGL 1010 and 1020)
3. Grade of C or better in each of the following:
RATV 2410
RATV 3120
4. Minimum overall GPA in all college coursework of 2.50.

Electronic Media Production Requirements

College Core:

JOUR/RATV 1020 Understanding Mass Media, 3 hours
JOUR 2710 or equivalent writing competency
JOUR/RATV 4250 or equivalent law competency

Department Core:

RATV 2410 Introduction to Electronic Media
RATV 3130 Television Production

Specialty:

RATV 3120 Sight, Sound, and Motion
RATV 3140 Multi-Camera Directing and Producing OR
RATV 3150 Single-Camera Directing and Producing
RATV 4940 Advanced Seminar: Electronic Media Production
(6 hours required)

Required electives (9 hours)*

Optional electives (up to 6 hours)**

Total hours in the college: 33-42

Other requirements including at least 65 semester hours outside Mass Communication in liberal arts and sciences: 90-96

**Any course in the College of Mass Communication except internship, practicum, or independent study.*

***Any course in the College of Mass Communication. May include up to a total of 6 hours from any combination of internship, practicum, or independent study.*

Admission to Candidacy

To be admitted to candidacy in the electronic media management sequence, the student must meet the following requirements:

1. 45 hours completed before applying for candidacy
2. Grade of C (2.00) or better in each of the following:
JOUR/RATV 1020
JOUR 2710 or equivalent writing competency (grade of B or better in ENGL 1010 and 1020)
3. Grade of C or better in each of the following:
RATV 2410
RATV 3120
4. Minimum overall GPA in all college coursework of 2.50.

Electronic Media Management Requirements

College Core:

JOUR/RATV 1020 Understanding Mass Media, 3 hours
JOUR 2710 or equivalent writing competency
JOUR/RATV 4250 or equivalent law competency

Department Core:

RATV 2410 Introduction to Electronic Media
RATV 3120 Sight, Sound, and Motion

Specialty:

RATV 3030 Electronic Media Advertising
RATV 3110 Radio Station Operations
RATV 4010 Electronic Media Sales
RATV 4140 Electronic Media Programming
RATV 4430 Electronic Media Management

Required elective (6 hours)*

Optional electives (up to 6 hours)**

Total hours in the college: 33-42

Other requirements including at least 65 semester hours outside Mass Communication in liberal arts and sciences: 90-99

**Any course in the College of Mass Communication except internship, practicum, or independent study.*

***Any course in the College of Mass Communication. May include up to a total of 6 hours from any combination of internship, practicum, or independent study.*

Admission to Candidacy

To be admitted to candidacy in the digital animation sequence, the student must meet the following requirements:

1. 45 hours completed before applying for candidacy
2. Grade of C (2.00) or better in each of the following:
JOUR/RATV 1020
JOUR 2710 or equivalent writing competency (grade of B or better in ENGL 1010 and 1020)
3. Grade of C or better in each of the following:
ART 1610
ART 1620
RATV 3300
CSCI 1150 or equivalent
4. Minimum overall GPA in all college coursework of 2.50.

Digital Animation Requirements

College Core:

JOUR/RATV 1020 Understanding Mass Media, 3 hours
JOUR 2710 or equivalent writing competency
JOUR/RATV 4250 or equivalent law competency

Department Core:

RATV 2410 Introduction to Electronic Media
RATV 3120 Sight, Sound, and Motion
RATV 3130 Television Production

Specialty:

PHOT 2050 Basic Black and White Photography
PHOT 3200 Digital Imaging in Photography
RATV 3040 Electronic Graphics for Television
RATV 3300 Introduction to Digital Animation
RATV 3310 Intermediate Digital Animation
RATV 4300 Advanced Digital Animation

Optional electives (up to 6 hours)**

Total hours in the college: 36-42

Required Art minor: 18

Other requirements including at least 65 semester hours outside Mass Communication in liberal arts and sciences including the Art minor: 90-96

***Any course in the College of Mass Communication. May include up to a total of 6 hours from any combination of internship, practicum, or independent study.*

Concentration: Digital Media Communication

The Digital Media Communication concentration provides students with global awareness of digital media communication from societal, political, and economic perspectives; allows experiences in media design and content creation; and fosters aesthetic discrimination. The concentration empowers the student with employable skills across many digital media communication areas such as CD-ROM and DVD authoring, webmastering, information technology (IT) management, and digital media entrepreneurship.

Recommended Curriculum

FRESHMAN		SOPHOMORE	
English (Area I-A)	6	English (Area II-A)	6
BIOL 1030 and PSCI 1030 or GEOL 1030 (Area IV-A)	8	History (Area III-A)	6
Gen. Studies (Area I-B)	3	Gen. Studies (Area II-B)	3
Gen. Studies (Area III-B)	3	RATV 2500	3
RATV 1020	3	ART 1610	3
JOUR 2710	3	Minor electives*	6
PHED or M S (Area V)	2	PHED or M S (Area V)	2
CSCI 1150	3	Mathematics (Area IV-B)	3
Elective	3		32
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Admission to Candidacy

To be admitted to candidacy in the Digital Media Communication concentration, the student must meet the following requirements:

- 45 hours completed before applying for candidacy
- Grade of C (2.00) or better in each of the following:
JOUR/RATV 1020
RATV 2500
- Grade of C or better in each of the following:
CSCI 1150
ART 1610
- Grade of B or better in ENGL 1010 and 1020 or JOUR 2710
- Minimum overall GPA in all coursework of 2.50.

Digital Media Communication Requirements

College Core:

JOUR/RATV 1020 Understanding Mass Media, 3 hours

Digital Media Core:

ART 1610 Two-Dimensional Design
CSCI 1150 Computer Orientation
RATV 2500 Survey of New Media Communication
RATV 3120 Sight, Sound, and Motion
RATV 3500 Electronic Media News Reporting and Producing
RATV 4460 Digital Communication Applications (6) OR
RATV 4460 plus RATV 4000 Broadcast Internship (6)

Legal/Ethical Competency

Choose one:

CSCI 3420 Social, Ethical, and Legal Implications of Computing
RIM 3700 Copyright Law
PHOT 4190 Ethics and Law for Visual Communicators
JOUR/RATV 4250 Mass Media Law
JOUR/RATV/RIM 3650 Free Expression, Mass Media, and the American Public

Media Writing Competency

Choose one:

JOUR 2710 Media Writing
RATV 3060 Writing for Digital Media
RATV 3020 Writing for the Electronic Media

Management/Marketing Requirement:

Choose one:

MGMT 3610 Principles of Management
MKT 3820 Principles of Marketing

Specialties

Students should choose 15 hours from one of the four specialties below to complete the Digital Media Communication concentration.

Specialty A

MGMT 3620 Production and Operations Systems
MGMT 3650 New Venture Feasibility Analysis
MKT 3840 Personal Selling
MKT 3850 Promotion
MKT 3900 Direct Marketing and Electronic Commerce
MKT 3920 Entertainment Marketing
MKT 3960 Marketing Channels Management
MKT 4800 Sales Management
MKT 4850 Advanced Selling
MKT 4170 Applied Promotional Strategy

Specialty B

CSCI 1170 Computer Science I
CSCI 2170 Computer Science II
CSCI 3033 Computer Languages: Java
CSCI 3036 Computer Languages: Unix C-Shell Programming
CSCI 3037 Computer Languages: Visual Programming
CSCI 3110 Advanced Data Structures
CSCI 3160 Introduction to Assembly Language
CSCI 3250 Operating Systems
CSCI 4250 Computer Graphics
CSCI 4900 Selected Topics in Computer Science

Specialty C

P R 3360 Public Relations Communication
P R 3380 Public Relations Publications
P R 4740 Public Relations Campaigns
ADV 3480 Advertising Media Planning
ADV 4160 Advertising Copywriting
ADV 4170 Advertising Campaigns
RATV 4430 Electronic Media Management
RATV 4210 Mass Communication and Society
JOUR 4850 Ethics and Mass Communication
PHOT 4060 Photojournalism
PHOT 4220 Advanced Photojournalism

Specialty D

GRAF 3010 Media Design and Visual Language
GRAF 3950 Microcomputer Design for Media
PHOT 3200 Digital Imaging in Photography
ART 3930 Multimedia Design
ART 4390 Multimedia Authoring I
ART 4400 Multimedia Authoring II
RATV 3300 Introduction to Digital Animation
RATV 3130 Television Production
RATV 4910, 4920, 4930, 4940 Advanced Seminar (select one)
RATV 4600 Electronic Multimedia Production
RIM 3010 Audio for Media
RIM 4200 Applied Digital Audio

General Electives:

5-6 hours

Minors

One required, one optional. Required minor must be in one of the areas not chosen as concentration.

Courses in Photo Communication [PHOT]

- 2050 (205) Basic Black and White Photography.** Three credits. Black and white processing and printing; principles and procedures combined with theories of visual perception. Laboratory required.
- 3040 (304) History of Photography.** Three credits. Evolution of photographic imagery from the invention through contemporary work. The movements, themes, and genres developed by individual photographers.
- 3110 (311) Intermediate Photography I.** Three credits. Prerequisite: PHOT 2050. Further investigation into the exposure and development controls of black and white photography as a method of expression and communication. Laboratory required.
- 3120 (312) Intermediate Photography II.** Three credits. Prerequisites: PHOT 3110 and ART 1610. A continuation of 3110. Laboratory required.
- 3200 (320) Digital Imaging in Photography.** Three credits. Prerequisites: Admission to candidacy; PHOT 2050 and instructor approval; must have some working knowledge of the Macintosh computer system. Computerization of traditional film images and use of digital cameras allows student to use different software programs to manipulate photographic images. Ethics and law discussed along with techniques and hands-on analysis of this new medium.
- 3580 (358E) Photography Practicum.** One to three credits. Prerequisites: Admission to candidacy; junior standing and permission of instructor. Practical experience in an on-campus photography setting. A minimum of 75 hours work for each hour of credit. **Note:** Total university credit for internship, practicum, and individual problems courses cannot exceed 6 credits. Pass/Fail.
- 3810 (381) Color Photo Communication I.** Three credits. Prerequisites: Admission to candidacy; ART 1610 and PHOT 3110 or consent of instructor. The making of color images using transparencies and color print materials. Laboratory required.
- 4000 (400E) Photography Internship.** One to three credits. Prerequisites: Admission to candidacy; senior standing and permission of department chair or instructor. Practical experience for advanced students in a professional setting. A minimum of 75 hours work plus other assignments will be required for each hour of credit. **Note:** Total university credit for internship, practicum, and individual problems courses cannot exceed 6 credits. Pass/Fail.
- 4040 (404) Color Photo Communication II.** Three credits. Prerequisites: Admission to candidacy; PHOT 3040 and 3810 or consent of instructor. A continuation of 3810. Laboratory required.
- 4060 (406) Photojournalism.** Three credits. Prerequisites: Admission to candidacy; PHOT 3120 and 3810 or consent of instructor. Principles and practices of photography, including documentary, news and feature portraiture, photo stories and essays, and photo layout. Emphasis on newspaper assignments, participation in campus publications, portfolio editing and production, and internship preparation. Laboratory required.
- 4190 (419) Ethics and Law for Visual Communicators.** Three credits. Prerequisites: Admission to candidacy; junior status with declared major. Background in ethics and law for the visual communicator. Focus on ethical philosophies, ethics case studies, and solutions to ethical dilemmas; copyright, privacy, and libel law.
- 4220 (422) Advanced Photojournalism.** Three credits. Prerequisites: Admission to candidacy; PHOT 4060 and/or consent of instructor. Builds on the basic information given in PHOT 4060. Advanced photographic techniques, including digital imaging, information on ethics and law as they pertain to the image maker, along with an examination of different styles of photojournalism addressed by classroom demonstration, lecture, and practical assignments. Laboratory required.
- 4270 (427) Photo Illustration.** Three credits. Prerequisites: Admission to candidacy; PHOT 4280. Studio illustration with food, fragrance, beverage, jewelry, glass, and flatware with an emphasis on tabletop. Introduction to large-format view camera and studio lighting. Problems in advertising photography including responsibilities under truth in advertising. Laboratory required.
- 4280 (428) Editorial Photography.** Three credits. Prerequisites: Admission to candidacy; PHOT 3040, 3120, and 3810. Editorial illustration for fashion, corporate, annual report, home, and garden with emphasis on location lighting. Exploration of various career opportunities and business practices open to the professional photographer. Laboratory required.
- 4290 (429) Documentary Photography.** Three credits. Prerequisites: PHOT 3120 and 3810. Those students using color print material must be enrolled in or have taken PHOT 4040. Students will photograph several short-term photo essays and picture stories in addition to a long-term project in a documentary style. Research on the aspects of and photographers practicing contemporary documentary photography. Laboratory required.

Courses in Radio-Television [RATV]

- 1020 (221) Understanding Mass Media.** Three credits. (Same as JOUR 1020.) Analysis of the content and context of the American mass media to understand how they affect individuals and society. Emphasis on practical knowledge of the workings of the media from a general perspective.
- 2220 (222) Television Newswriting.** Three credits. Personal computer with modem required. Introduces radio and television news reporting and writing for students who are not majoring in the electronic media sequence. How to start, develop, and polish hard news and feature news stories. Includes news ethics, media law, and the interrelationships of the various media. Uses the instructional material supplied by the CPB/Annenberg Project; draws heavily on participation from media professionals in the Nashville area.
- 2410 (241) Introduction to Electronic Media.** Three credits. Organization, structure and function, historical development, and social aspects. Designed to give the major, as well as the non-major, a general working knowledge of broadcasting.
- 2500 (250) Survey of New Media Communication.** Three credits. Prerequisite: Junior standing. Developing systems and methods of audio/video message delivery. Focus on the technology, regulatory aspects, and economic impact of each system upon traditional message delivery. Guest lecturers and site visits included.
- 3000 (300) Introduction to Motion Pictures.** Three credits. (Same as JOUR 3000.) Prerequisite: Upper-division standing. The development and role of motion pictures in America, including the history of films and filmmakers, the influence of film on American culture, and film criticism.

- 3020 (302) Writing for the Electronic Media.** Three credits. Prerequisite: Writing competency. Techniques of creating and writing for electronic media, including radio, television, and computer-generated programming for cable systems and studio production. Consideration of program design and technical limitations of media production for specific formats. Emphasis on readability of copy, writing style, time constraints, editing, and the integration of sound with graphic images or visual information.
- 3030 (303) Electronic Media Advertising.** Three credits. Prerequisite: RATV 2410. Principles, techniques, and methods of electronic media advertising including commercial story boards and copywriting.
- 3040 (304) Electronic Graphics for Television.** Three credits. Prerequisites: Admission to candidacy; RATV 3130. Two-dimensional computer-generated graphics for television. Emphasis on the aesthetics and techniques for operating systems for character and graphics generation. Develop skills in the successful compositing of these graphics with live action and videotape sequences.
- 3060 (306) Writing for Digital Media.** Three credits. Prerequisite: JOUR/RATV 1020. Fundamental principles of writing interactively for specific audiences. Encourages students to explore content development; looks at creation of meaning in the new media while providing skills in content.
- 3110 (311) Radio Station Operations.** Three credits. Prerequisites: RATV 2410; instructor approval. Theory and techniques of sound production, recording, microphones, taping, and board equipment. Analysis of creative efforts and responsibilities in writing, production, and direction. Laboratory required.
- 3120 (312) Sight, Sound, and Motion.** Three credits. Prerequisites: RATV 1020; writing competency; RATV 2410 or admission to RI candidacy. Introduces the production elements and technology of the electronic media industry. Creative conceptualizations; elements of composition, the production process included. Basic visual and aural technology demonstrated. Two lecture periods and a one-hour lab per week.
- 3130 (313) Television Production.** Three credits. Prerequisite: Admission to candidacy. Introduction to the techniques. Emphasis on the function and operation of the primary tools including video, audio, and lighting to develop the student's awareness and understanding of proper studio procedure. Laboratory required.
- 3140 (314) Multi-Camera Directing and Producing.** Three credits. Prerequisites: Admission to candidacy; RATV 3130. Focuses on the duties and responsibilities of the television director. Emphasis on actual production and directing of video material. Laboratory required.
- 3150 (315) Single-Camera Directing and Producing.** Three credits. Prerequisites: Admission to candidacy; RATV 3130. Techniques of live/tape field production. On-location shooting of features and mini-documentaries; editing techniques, coverage, lighting, sound, and graphics.
- 3300 (330) Introduction to Digital Animation.** Three credits. Prerequisites: Admission to candidacy; ART 1610; CSCI 1150; or permission of instructor. Two- and three-dimensional computer data and animation. Emphasis on the aesthetics and techniques for building, lighting, assigning surface attributes, and rendering of three-dimensional models to be used in designing and producing three-dimensional computer-generated animations. Includes a broad survey of the process and techniques involved with creating electronic media quality three-dimensional animations and techniques and aesthetics incorporated into traditional methods of animations for contrast and comparison.
- 3310 (331) Intermediate Digital Animation.** Three credits. Prerequisites: Admission to candidacy; RATV 3300. Continuation of 3300 for the development of two- and three-dimensional computer data and animation. Further understanding of aesthetics and techniques for building, lighting, assigning surface attributes, and rendering of three-dimensional models, to be used in designing and producing three-dimensional computer-generated animations. Introduction to the creation and modification of customized lighting models and the development of customized surface and bump-mapped textures as well as the techniques involved in the compositing of live action video tape, sound, and computer-generated images.
- 3320 (332) Introduction to Digital Compositing.** Three credits. Prerequisites: ART 1610 and CSCI 1150. History, techniques, and applications of compositing in the areas of film, video, and multimedia production. Broad survey of process and techniques involved with creating composites. Techniques and aesthetics incorporated into traditional methods of compositing for contrast and comparison. Frequent review and discussion of current work from industry will occur in the form of videotape and DVD presentations.
- 3410 (341) Electronic Media News Writing.** Three credits. Prerequisite: Admission to candidacy. Stresses reporting, writing, and presenting radio news. The history, philosophy, and regulation of electronic media news. Laboratory required.
- 3420 (342) Corporate Video.** Three credits. Prerequisite: RATV 3120 or permission of instructor. Focuses on the techniques and applications of television production for business communications and video publishing. Emphasis on writing, program design and objectives, planning and production of television materials. Laboratory required.
- 3460 (346) Media and Messages.** Three credits. Communication situations, communication needs analysis, and the application of media in solving communication problems. Involves theoretical and practical application of mass communication theories.
- 3500 (350) Electronic Media News Reporting and Producing.** Three credits. Prerequisites: Admission to candidacy; RATV 3410. Theory and practice in the gathering, editing, and writing of news for radio and television. Attention given to on-the-air presentation. Laboratory required.
- 3510 (351) Mass Media and American Culture.** Three credits. (Same as JOUR 3510.) Prerequisite: Upper-division standing. Development of American journalism and the mass media from Colonial times to the present, including the role and influence of mass media on American culture, technical advances, and contributions of individual personalities.
- 3570 (357) Broadcast Announcing/Performance.** Three credits. Prerequisites: Admission to candidacy; COMM 2150. Responsibilities and skills required of the individual performer in the preparing, announcing, and narrating of various types of materials for television and radio.
- 3580 (358B) Broadcast Practicum.** One to three credits. Prerequisites: Admission to candidacy; junior standing; permission of instructor. Practical experience in an on-campus mass communication setting within the College of Mass Communication. A minimum of 75 hours of work will be required for each hour of

credit. **Note:** Total university credit for practicum, individual problems, and internship courses cannot exceed 6 credits.

- 3650 (365) Free Expression, Mass Media, and the American Public.** Three credits. (Same as JOUR/RIM 3650.) A general introduction to the issues surrounding free expression and its relationship with mass media in contemporary America. A comprehensive analysis of the history, philosophies, cases, and controls associated with freedom of expression.
- 3740 (374) Advanced Electronic Media News Reporting and Producing.** Three credits. Prerequisites: Admission to candidacy; RATV 3410 and 3500. Theory and practice of television journalism, including use of electronic news-gathering equipment, evaluating and processing news for broadcast, and delivery of television news. Laboratory required.
- 4000 (400B) Broadcast Internship.** One to three credits. Prerequisites: Admission to candidacy; senior standing; permission of sequence internship coordinator or instructor. Practical experience for advanced students in a professional setting. A minimum of 15 hours of work per week plus other assignments will be required. **Note:** Total university credit for internship, practicum, and individual problems courses cannot exceed 6 credits. Pass/Fail. Can be repeated with different employer for one to three credits with permission of instructor.
- 4010 (401) Electronic Media Sales.** Three credits. Prerequisite: RATV 2410. Theories of marketing and selling the intangible products of the electronic media industries. The fundamentals of positioning, theory and use of ratings, and local, regional, and national buying and selling strategies presented.
- 4020 (402) Advanced Scriptwriting.** Three credits. Prerequisites: RATV 1020; writing competency; RATV 3020 or permission of instructor. Scriptwriting guidelines, character development, plot design, and creation of storylines for contemporary television genre programs. Writing of original scripts conforming to the genre taught required. Topics will vary by offering. May be repeated for up to 9 hours credit for different topics. Laboratory required.
- 4140 (414) Electronic Media Programming.** Three credits. Prerequisite: RATV 2410. Development of techniques, program organization, audience analysis, recording, and directing through projects. Provides practical conceptual knowledge of the problems and procedures followed in planning and producing programming. Laboratory required.
- 4150 (415) Advanced Television Production.** Three credits. Prerequisite: RATV 3140. Preparation and development of scripted and unscripted television programming; principles and aesthetics of production and directing.
- 4210 (421) Mass Communication and Society.** Three credits. (Same as JOUR 4210.) Prerequisite: Junior standing. Theories of the process of mass communication, how media affect society, the evolution within a social and cultural context, ethical and social dimensions. Extensive reading in theory, history, and research. Media-content emphasis varies depending on instructor's expertise.
- 4250 (420) Mass Media Law.** Three credits. (Same as JOUR 4250.) Prerequisites: RATV 1020; junior standing. Examination of legal guarantees and restrictions on the flow of information using the case study method. Focus on libel, privacy, obscenity, and the special restrictions placed on advertising, broadcasting, cable television, and the Internet.
- 4300 (430) Advanced Digital Animation.** Three credits. Prerequisites: Admission to candidacy; RATV 3310. Continuation of 3310 for the development of two- and three-dimensional computer data and animation. Further understanding of the aesthetics and techniques for visually communicating information for television journalism, advertising, and entertainment. Serves as a final classroom laboratory in preparation for the required internship and offers greater understanding of complete animation production and more complex methods for the integration of composited computer-generated images with live action video tape and sound.
- 4430 (443) Electronic Media Management.** Three credits. Prerequisite: RATV 2410. An analysis of the problems involved in planning, building, and operating an electronic media facility including personnel, internal control systems, business ethics, community relations, sales, and promotion. Case study method is involved.
- 4460 (446) Digital Communication Applications.** Three to six credits. Prerequisite: RATV 3060 or permission of instructor. Solving communication problems through digital communication applications. Involves working with outside clients, forming media companies, and the production of mediated materials. May be repeated for a total of 6 credit hours.
- 4580 (458) Disk-Based Audio Post-Production.** Three credits. (Same as RIM 4580.) Prerequisites: RI majors - RIM/MUTH 4190, RIM 4200, RIM 4400, and RATV 3120; RATV majors - RATV 3120 and 3300; all others - permission of instructor. An advanced, hands-on approach to the principles of tapeless digital recording on a variety of digital workstate platforms. In-depth discussions of disk-based digital audio, synchronization, audio for video and film, and multichannel sound mixing techniques. Focuses on use of digital audio workstations in an audio post-production environment. Laboratory required.
- 4600 (460) Electronic Multimedia Production.** Three credits. (Same as RIM 4600.) Prerequisites: RI majors - admission to candidacy, CSCI 1150 or INFS 2200, PHOT 3200, and RIM 4190; RATV majors - admission to candidacy, CSCI 1000, PHOT 3200, and RATV 3300; others - permission of instructor. Advanced, hands-on approach. Systems integration utilized to effectively combine text, graphics, digital video, digital audio, two- and three-dimensional animation, and digital images. Students use a variety of authoring software packages and scripting languages and are trained in the use and operation of various hardware and software systems to produce interactive electronic multimedia presentation projects.
- 4610 (461) Visual Communication for the Print Media.** Three credits. Increases visual literacy; provides knowledge of our visual heritage, seeks to enrich the judgment of those responsible for making decisions about the use and display of photographs for publication. Also includes photographic processes and handling of pictures for publication among particular audiences.
- 4660 (466) Mass Media Research.** Three credits. (Same as JOUR 4660.) Prerequisites: Admission to candidacy; junior standing. Overview of contemporary research methods, analysis, and evaluation of current research, and design and execution of a study. Emphasis on public opinion and media research.
- 4790 (479) International Communication.** Three credits. (Same as JOUR 4790.) Prerequisite: Junior standing. The gathering of world news and the systems and philosophies associated with super-national communication. Satellite television, international political communications, advertising, and national development vis-a-vis press systems.

4800 (480) Seminar in Media Issues. Three credits. (Same as JOUR 4800.) Prerequisite: Junior standing. Examination and critical evaluation of issues relevant to the operation and functions of mass media including their relationships to each other and to government, advertisers, consumers, and other “publics.” Can repeat for 6 hours with different topic.

4850 (485) Ethics and Mass Communication. Three credits. (Same as JOUR 4850.) Prerequisite: Junior standing. Examination of ethical concerns of media practitioners, illuminated by study of selected current ethical issues and an overview of the cultural and philosophical bases of a socially responsive mass media.

4900 (490) Individual Problems in Mass Communication. One to three credits. (Same as JOUR 4900.) Prerequisite: Admission to candidacy. Provides opportunities for individually designed problems, work experiences, or research projects related to the development of professional competencies in a major field of study. Requires approval of instructor. **Note:** Total university credit for individual problems, practicum, and internship courses cannot exceed 6 credits. Can be repeated for 1 to 3 credits with permission of instructor.

4910 (491D) Advanced Seminar - Digital Imaging. Three credits. Prerequisites: Admission to candidacy; permission of department only. Practical experience in the conceptualization, pre-production preparation, and production of digital imaging materials. Integration of theory and skills from other RATV/RIM courses. Advanced compositing techniques, particle generation,

and advanced modeling techniques are probable topics. Topics will vary by semester offering.

4920 (491J) Advanced Seminar - Electronic Media Journalism. Three credits. Prerequisites: Admission to candidacy; permission of department only. Practical experience in the conceptualization, preparation, and production of a specific news program format. Integration of theory and skills from other RATV/RIM courses. Documentary, political analysis, sports, and newscasting are probable topics. Topics will vary by semester offering. Can be repeated for 6 hours with different topic.

4930 (491M) Advanced Seminar - Electronic Media Management. Three credits. Prerequisites: Admission to candidacy; permission of department only. Practical experience in the conceptualization, preparation, and management of a specific program format. Integration of theory and skills from other RATV/RIM courses. Programming, station operations, and sales are probable topics. Topics will vary by semester offering. Can be repeated for 6 hours with different topic.

4940 (491P) Advanced Seminar - Electronic Media Production. Three credits. Prerequisites: Admission to candidacy; permission of department only. Practical experience in the conceptualization, pre-production preparation, and production of a specific program format. Integration of theory and skills from other RATV/RIM courses. Sports, music, drama, and editing are probable topics. Topics will vary by semester offering. Can be repeated for 6 hours with different topic.

