

Department of Electronic Media Communication

Robert Spires, Chair
Mass Communication 250

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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, Electronic Media Communication, or Digital Media Communication.

Students in the Photography concentration take 36 to 40 hours of coursework in the College of Mass Communication. Students in the Electronic Media Communication concentration take 33 to 40 hours of coursework in the College of Mass Communication. Students in the Digital Media Communication concentration take 21 to 40 hours of coursework in the College of Mass Communication. A minimum of 80 hours **must** be taken outside the college with **at least** 65 hours in the liberal arts and sciences. Total university credit for practicum and internship courses cannot exceed six hours.

The Department of Electronic Media Communication 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 nonaccredited institution. Transfer credit **will** normally be granted for theory/concept courses such as American Media and Social Institutions 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 skills 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 Electronic Media Communication 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 Electronic Media Communication and Photography concentrations may not minor in any area of the College of Mass Communication.

All sequences in the Department of Electronic Media Communication 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 EMC candidacy as a prerequisite.

Curricular listings include General Education requirements in Communication, History, Humanities and/or Fine Arts, Mathematics, Natural Sciences, and Social/Behavioral Sciences categories as outlined on pages 64–67.

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 below, 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:

- 45 hours completed before applying for candidacy
- Grade of C (2.00) or better in each of the following:
 JOUR/EMC/RIM 1020
 JOUR 2710 or equivalent writing competency (grade of B or better in ENGL 1010 and 1020)
 ENGL 1010 and 1020
- Grade of C or better in each of the following:
 PHOT 3040
 PHOT 2050
 PHOT 3110
- Minimum GPA in PHOT 2050, 3040, and 3110 of 2.50
- Minimum overall GPA in all college coursework of 2.50.
- Math course satisfying General Education requirements.

Recommended Curriculum

| FRESHMAN | | SOPHOMORE | |
|-------------------------------|-----------|----------------------------|-----------|
| ENGL 1010, 1020 (Comm) | 6 | ENGL 2020 or 2030 or | |
| COMM 2200 (Comm) | 3 | HUM 2610 (Hum/FA) | 3 |
| Natural Sciences (2 prefixes) | 8 | Humanities and/or | |
| Mathematics | 3 | Fine Arts (2 prefixes) | 6 |
| CSCI 1150 | 3 | HIST 2010, 2020, or 2030 | 6 |
| ART 1610 | 3 | Social/Behavioral Sciences | |
| EMC/JOUR/RIM 1020 | 3 | (2 prefixes) | 6 |
| PHOT 2050 | 3 | PHOT 3040, 3110, 3120 | 9 |
| | 32 | | 30 |

Photography Required Courses**College Core:**

JOUR/EMC/RIM 1020 American Media and Social Institutions
 JOUR 2710 Media Writing (or equivalent writing competency)
 JOUR/EMC 4250 Mass Media Law OR
 PHOT 4190 Ethics and Law for Visual Communicators

Required Courses:

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
 EMC/PHOT 4060 Photojournalism
 PHOT 4280 Editorial Photography

Electives in Major:

Select three courses (total no more than 7 hours):

EMC/PHOT 3200 Still Digital Imaging
 EMC 4900 Individual Problems in Mass Communication
 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: 33-40

Other Requirements:

Minor in liberal arts or science
 ART 1610 Two-Dimensional Design
 CSCI 1150 Computer Orientation

At least 65 semester hours in liberal arts and sciences

Total other requirements: 80-87

Concentration: Electronic Media Communication

The Electronic Media Communication program blends theoretical and “hands-on” approaches to electronic media education. In addition to the core competencies outlined on page 314, 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 postproduction 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, postproduction rooms, and a 40-foot mobile production lab.

Recommended Curriculum**FRESHMAN**

ENGL 1010, 1020 (Comm) 6
 COMM 2200 (Comm) 3
 Natural Sciences (2 prefixes) 8
 CSCI 1150 3
 JOUR/EMC/RIM 1020 3
 Electives 6

SOPHOMORE

ENGL 2020 or 2030 or
 HUM 2610 (Hum/FA) 3
 HIST 2010, 2020, or 2030 6
 Mathematics 3
 Social/Behavioral Sciences
 (2 prefixes) 6
 Humanities and/or
 Fine Arts (2 prefixes) 6
 EMC 2410, 3120 6

30

Admission to Candidacy

To be admitted to candidacy in the electronic media journalism sequence, 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/EMC/RIM 1020
 JOUR 2710 or equivalent writing competency (grade of B or better in ENGL 1010 and 1020)
 ENGL 1010 and 1020
- Grade of C or better in each of the following:
 EMC 2410
 EMC 3120
- Minimum overall GPA in all coursework of 2.50.
- Math course satisfying General Education requirements.

Electronic Media Journalism Requirements**College Core:**

JOUR/EMC/RIM 1020 American Media and Social Institutions
 JOUR 2710 Media Writing (or equivalent writing competency)
 JOUR/EMC 4250 Mass Media Law (or equivalent competency)

Department core:

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

Specialty:

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

Select one:

EMC 3020 Writing for the Electronic Media
 EMC 3030 Electronic Media Advertising
 EMC 3110 Radio Station Operations
 EMC 3140 Multi-Camera Producing and Directing
 EMC 3150 Single-Camera Producing and Directing
 EMC 3570 Broadcast Announcing/Performance
 EMC 4140 Electronic Media Programming
 EMC 4430 Electronic Media Management

Mass Comm elective hours (6-13)

Total hours in the college: 33-40

Other requirements:

Minor in liberal arts
 CSCI 1150 Computer Orientation
 At least 65 semester hours in liberal arts and sciences

Total other requirements: 80-87

Admission to Candidacy

To be admitted to candidacy in the electronic media production sequence, 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/EMC/RIM 1020
JOUR 2710 or equivalent writing competency (grade of B or better in ENGL 1010 and 1020)
ENGL 1010 and 1020
- Grade of C or better in each of the following:
EMC 2410
EMC 3120
- Minimum overall GPA in all college coursework of 2.50.
- Math course satisfying General Education requirements.

Electronic Media Production Requirements

College Core:

JOUR/EMC/RIM 1020 American Media and Social Institutions
JOUR 2710 Media Writing (or equivalent writing competency)
JOUR/EMC 4250 Mass Media Law (or equivalent law competency)

Department Core:

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

Specialty:

EMC 3140 Multi-Camera Producing and Directing OR
EMC 3150 Single-Camera Producing and Directing
EMC 4940 Advanced Seminar (6 hours)
Elective hours (9-13)

Total hours in the college: 33-40

Other Requirements:

Minor in liberal arts
CSCI 1150 Computer Orientation
At least 65 semester hours in liberal arts and sciences

Total other requirements: 80-84

Admission to Candidacy

To be admitted to candidacy in the electronic media management sequence, 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/EMC/RIM 1020
JOUR 2710 or equivalent writing competency (grade of B or better in ENGL 1010 and 1020)
ENGL 1010 and 1020
- Grade of C or better in each of the following:
EMC 2410
EMC 3120
- Minimum overall GPA in all college coursework of 2.50.
- Math course satisfying General Education requirements.

Electronic Media Management Requirements

College Core:

JOUR/EMC 1020 Understanding Mass Media
JOUR 2710 Media Writing (or equivalent writing competency)
JOUR/EMC 4250 Mass Media Law (or equivalent law competency)

Department Core:

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

Specialty:

EMC 3030 Electronic Media Advertising
EMC 3110 Radio Station Operations
EMC 4010 Electronic Media Sales
EMC 4140 Electronic Media Programming
EMC 4430 Electronic Media Management
Major electives (minimum 3, maximum 10)

Total hours in the college: 33-40

Other Requirements:

Minor in liberal arts
CSCI 1150 Computer Orientation
At least 65 semester hours in liberal arts and sciences

Total other requirements: 80-87

Admission to Candidacy

To be admitted to candidacy in the digital animation sequence, 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/EMC/RIM 1020
JOUR 2710 or equivalent writing competency (grade of B or better in ENGL 1010 and 1020)
ENGL 1010 and 1020
- Grade of C or better in each of the following:
ART 1610
ART 1620
EMC 3120
CSCI 1150 or equivalent
- Minimum overall GPA in all college coursework of 2.50.
- Math course satisfying General Education requirements.

Digital Animation Requirements

College Core:

JOUR/EMC/RIM 1020 American Media and Social Institutions
JOUR 2710 Media Writing (or equivalent writing competency)
JOUR/EMC 4250 Mass Media Law OR
PHOT 4190 Ethics and Law for Visual Communicators

Department Core:

EMC 2410 Introduction to Electronic Media OR
EMC 2500 Survey of New Media Communication
EMC 3120 Sight, Sound, and Motion
EMC 3130 Television Production

Specialty:

PHOT 2050 Basic Black and White Photography
EMC/PHOT 3200 Still Digital Imaging
EMC 3040 Electronic Graphics for Television
EMC 3300 Introduction to Digital Animation
EMC 3310 Intermediate Digital Animation
EMC 4300 Advanced Digital Animation
Electives (4 hours maximum)

Total hours in the college: 36-40

Other requirements

Required Art minor (ART 1610, 1620, 1630, 1640 + 6 hours): 18
CSCI 1150 Computer Orientation
At least 65 semester hours in liberal arts and sciences

Total other requirements: 80-84

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**

| | |
|-------------------------------|---|
| ENGL 1010, 1020 (Comm) | 6 |
| COMM 2200 (Comm) | 3 |
| Natural Sciences (2 prefixes) | 8 |
| Mathematics | 3 |
| CSCI 1150 | 3 |
| EMC/JOUR/RIM 1020 | 3 |
| Elective | 3 |

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|--|---|
| ENGL 2020 or 2030 or HUM 2610 (Hum/FA) | 3 |
| Humanities and/or Fine Arts (2 prefixes) | 6 |
| HIST 2010, 2020, or 2030 | 6 |
| Social/Behavioral Sciences (2 prefixes) | 6 |
| EMC 2500 | 3 |
| ART 1610 | 3 |
| Elective | 3 |

30**Admission to Candidacy**

To be admitted to candidacy in the Digital Media Communication 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/EMC/RIM 1020
EMC 2500
3. Grade of C or better in each of the following:
CSCI 1150
ART 1610
4. Grade of B or better in ENGL 1010 and 1020 or JOUR 2710
5. Minimum overall GPA in all coursework of 2.50.
6. Math course satisfying General Education requirements.

Digital Media Communication Requirements**College Core:**

JOUR/EMC/RIM 1020 American Media and Social Institutions

Digital Media Core:

| | |
|-----------|---|
| ART 1610 | Two-Dimensional Design |
| CSCI 1150 | Computer Orientation |
| EMC 2500 | Survey of New Media Communication |
| EMC 3120 | Sight, Sound, and Motion |
| EMC 3460 | Media and Messages |
| EMC 4460 | Digital Communication Applications (6 hrs.) OR |
| EMC 4460 | Digital Communication Applications (3 hrs.) AND |
| EMC 4000 | Broadcast Internship (3 hrs.) |

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/EMC 4250 | Mass Media Law |
| JOUR/EMC/RIM 3650 | Free Expression, Mass Media, and the American Public |

Media Writing Competency

Choose one:

| | |
|-----------|----------------------------------|
| JOUR 2710 | Media Writing |
| EMC 3020 | Writing for the Electronic Media |
| EMC 3060 | Writing for Digital 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 3630 | Organization Theory |
| 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

| | |
|---------------|--------------------------------|
| PR 3360 | Public Relations Communication |
| PR 3380 | Public Relations Publications |
| PR 4740 | Public Relations Campaigns |
| ADV 3480 | Advertising Media Planning |
| ADV 4160 | Advertising Copywriting |
| ADV 4170 | Advertising Campaigns |
| EMC/PHOT 4060 | Photojournalism |
| EMC 4210 | Mass Communication and Society |
| EMC 4430 | Electronic Media Management |
| JOUR 4850 | Ethics and Mass Communication |
| PHOT 4220 | Advanced Photojournalism |
| RIM 4200 | Applied Digital Audio |

Specialty D

| | |
|-----------|---|
| GRAF 3010 | Media Design and Visual Language |
| GRAF 3950 | Microcomputer Design for Media |
| PHOT 3200 | Still Digital Imaging |
| EMC 3300 | Introduction to Digital Animation |
| EMC 3130 | Television Production |
| EMC 4940 | Advanced Seminar |
| EMC 4600 | Electronic Multimedia Production |
| RIM 3010 | Audio for Media (MATH 1710 is a prerequisite for RIM 3010) |
| RIM 4200 | Applied Digital Audio |

Total hours in the college: 39

Other Requirements:

Required Art Minor (18 hours: ART 1610, 1620, 2310, 3930, 4390, and 4400)

One-hour elective

At least 65 semester hours in liberal arts and sciences

Total other requirements: 81-84

Courses in Photo Communication [PHOT]

2050 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 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 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 Intermediate Photography II.** Three credits. Prerequisites: PHOT 3110 and ART 1610. A continuation of 3110. Laboratory required.
- 3200 Still Digital Imaging.** Three credits. (Same as EMC 3200.) 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 students 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 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 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 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 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 Photojournalism.** Three credits. (Same as EMC 4060.) 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 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 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 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 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 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 Electronic Media Communication [EMC]

- 1020 American Media and Social Institutions.** Three credits. (Same as JOUR/RIM 1020.) The power of the mass media and its effect on social institutions and practices. Develops skills of qualitative and quantitative social science research in the area of mass communication processes; examines media as social, cultural, and economic institutions that shape the values of American society, its political dialogues, its social practices, and institutions.
- 2030 Visual Journalism Production.** Three credits. Prerequisites: EMC/JOUR 1020 and permission of department. Students shown how to gather information with words and pictures for the field of visual journalism by completing photojournalism assignments, producing images with still and video cameras, writing cutlines and voiceovers for images, producing images, using computer software to edit images and sound, and creating presentations for print and online media.
- 2220 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 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 electronic media.
- 2500 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 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 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 Electronic Media Advertising.** Three credits. Prerequisite: EMC 2410. Principles, techniques, and methods of electronic media advertising including commercial story boards and copywriting.
- 3040 Electronic Graphics for Television.** Three credits. Prerequisites: Admission to candidacy; EMC 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 Writing for Digital Media.** Three credits. Prerequisite: JOUR/EMC 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 Radio Station Operations.** Three credits. Prerequisites: EMC 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 Sight, Sound, and Motion.** Three credits. Prerequisites: EMC 1020; writing competency; EMC 2410, 2500, or admission to RI candidacy. 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 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 Multi-Camera Directing and Producing.** Three credits. Prerequisites: Admission to candidacy; EMC 3130. Focuses on the duties and responsibilities of the television director. Emphasis on actual production and directing of video material. Laboratory required.
- 3150 Single-Camera Directing and Producing.** Three credits. Prerequisites: Admission to candidacy; EMC 3130. Techniques of live/tape field production. On-location shooting of features and mini-documentaries; editing techniques, coverage, lighting, sound, and graphics.
- 3200 Still Digital Imaging.** Three credits. (Same as PHOT 3200.) 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.
- 3300 Introduction to Digital Animation.** Three credits. Prerequisites: Admission to candidacy; ART 1610 or 1620; 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 Intermediate Digital Animation.** Three credits. Prerequisites: Admission to candidacy; EMC 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 videotape, sound, and computer-generated images.
- 3320 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 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 Corporate Video.** Three credits. Prerequisite: EMC 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 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.
- 3499 Electronic Media News Videography and Editing.** Three credits. Prerequisite: EMC 3410. Essential production techniques and applied technical skills necessary to arrange, shoot, edit, and produce a television news story in the field. All facets of electronic media news field production covered, including camera work, lighting, audio, and editing.
- 3500 Electronic Media News Reporting and Producing.** Three credits. Prerequisites: Admission to candidacy; EMC 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 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 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 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 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 to mass media in contemporary America. A comprehensive analysis of the history, philosophies, cases, and controls associated with freedom of expression.
- 3740 Advanced Electronic Media News Reporting and Producing.** Three credits. Prerequisites: Admission to candidacy; EMC 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 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 and practicum courses cannot exceed **6** credits. Pass/Fail. Can be repeated with different employer for one to three credits with permission of instructor.
- 4010 Electronic Media Sales.** Three credits. Prerequisite: EMC 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 Advanced Scriptwriting.** Three credits. Prerequisites: EMC 1020; writing competency; EMC 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.
- 4060 Photojournalism.** Three credits. (Same as PHOT 4060.) 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.
- 4140 Electronic Media Programming.** Three credits. Prerequisite: EMC 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 Advanced Television Production.** Three credits. Prerequisite: EMC 3140. Preparation and development of scripted and unscripted television programming; principles and aesthetics of production and directing.
- 4210 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.
- 4250 Mass Media Law.** Three credits. (Same as JOUR 4250.) Prerequisites: EMC 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 Advanced Digital Animation.** Three credits. Prerequisites: Admission to candidacy; EMC 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 videotape and sound.
- 4430 Electronic Media Management.** Three credits. Prerequisite: EMC 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 Digital Communication Applications.** Three to six credits. Prerequisite: EMC 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 Disk-Based Audio Postproduction.** Three credits. (Same as RIM 4580.) Prerequisites: RI majors - RIM/MUTH 4190, RIM 4200, RIM 4400, and EMC 3120; EMC majors - EMC 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 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.
- 4610 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 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 Global News and World Media Cultures.** Three credits. (Same as JOUR 4790.) Prerequisite: Junior standing. Systems and philosophies associated with gathering international news and news coverage in different regions. Looks at global communication systems and ownership; examines how cultures shape news and the role of the individual in reporting news internationally. Includes discussion of development issues and role of global advertising and public relations.
- 4800 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.
- 4810 Global Comparative Media Systems.** Three credits. (Same as JOUR 4810.) Prerequisites: JOUR/EMC 4790 or permission of

instructor and junior standing. A close comparative study of chosen media systems in regions of the world. Examines print, broadcast, entertainment, and new media in Western and Eastern Europe, Asia and the Pacific Rim Region, the Middle East, Africa, and the Americas. Media interactions with an influence on the geographic, demographic, linguistic, cultural, economic, and political structures of countries.

4850 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 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.

4910 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 EMC/RIM courses. Advanced compositing techniques, particle generation, and advanced modeling techniques are probable topics. Topics will vary by semester offering.

4920 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 EMC/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 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 EMC/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 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 EMC/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.

Honors College

The Department of Electronic Media Communication periodically offers the following courses in Honors: 1020, 2410, 3120, 4120, 4250, 4790, and 4800. See online class schedule and Honors information in this catalog.