MEDIA FILM JOURNALISM STUDIES (MFJS)

Courses

MFJS 3120 Media Ethics (4 Credits)
Analysis of problems affecting mass communications profession that result from interaction among governmental, legal, institutional and socioeconomic forces in mass communications systems. Senior standing required.

MFJS 3150 Activist Media: A Historical Overview 1960-Present (4 Credits)
Today's alternative cultures use internet and mobile technologies to access and circulate mainstream information, but also to rapidly exchange information that exists outside mainstream media channels. Activist movements today with access to digital tools and networks are no longer dependent on newspapers and broadcast networks to represent them and to disseminate their messages. We are, however, just beginning to see how the proliferation of alternative networks of communication, and the content, practices, and identities they facilitate, interact with traditional political and business organizations, as well as with traditional media products and practices. This course focuses on media activism over the past half-century tied to various social movements with an emphasis on contemporary protest movements and their use of new and old media tools and strategies. Cross listed with EDPX 3725, MFJS 4725. Prerequisite: junior standing or permission of instructor. MFJS, SCOM, MDST, COMN, JOUR, MCOM, IIC, or DMST majors only.

MFJS 3160 Networked Journalism (4 Credits)
This course traces the shift that has taken place over the past 15 years from mass-mediated journalism to networked journalism, with emphasis on experiments in citizen and participatory news and on the changing relationship between journalists and their publics. It explores emergent communication technologies and practices and how they are changing the news media landscape. Prerequisite: junior standing or permission of instructor. MFJS, SCOM, MDST, COMN, JOUR, MCOM, IIC, or DMST majors only.

MFJS 3201 Digital Graphic Design (4 Credits)
Students explore digital publication and graphic design, from printed layouts (newspaper and magazines) to digital packages (eBooks and mobile apps). Courses focuses on raster and vector tools to create effective presentations and user interfaces. Laboratory fee required. Prerequisites: MFJS 2140.

MFJS 3203 Women and Film (4 Credits)
This course explores the major intersections of the terms "women" and "film." It is concerned, for example, with the representation of women in film, both in the dominant Hollywood cinema and in alternative filmmaking practices (independent, experimental, documentary, and other national cinemas), with films by women and with women as cinema viewers or spectators. This course examines a variety of feminist approaches (historical, critical, theoretical) relevant to the subject matter. Lab fee. Cross listed with GWST 3203. Prerequisites: MFJS 200 or GWST 1112 or permission of instructor.

MFJS 3204 Film & Broadcast Documentary (4 Credits)
An historical study of documentary film and video, from the films of the Lumiere brothers to contemporary examples. Issues explored include: the nature of documentary and what distinguishes it from fiction, the development of documentary modes or styles, propaganda and ideology in documentary film, ethics, borderline forms that combine documentary and fiction, and documentary's role in supporting established institutions and regimes and/or promoting social change. Lab fee required. Prerequisite: Permission of instructor.

MFJS 3205 International & Development Communication (4 Credits)
The course uses a variety of methods and approaches to inspire critical reflection about the complex relationship between communication, culture, media and globalization, (trans)national identity(ies) and development.

MFJS 3206 Film History I: Silent Cinema (4 Credits)
This course explores the international history of film, from the origins of cinema through the late silent period. We examine the ways in which important events such as massive immigration, the Progressive movement, colonialism, World War I, modernism, and the Bolshevik Revolution have altered the face of film history, and look at some of the most important cinematic movements of the period. We discuss film historiography and the special challenges posed by film historical research and writing. Lab fee required. Note: This course is writing-intensive. Prerequisite: Permission of the instructor.

MFJS 3208 Narrative and Longform Journalism (4 Credits)
Students spend time learning the nature and functions of in-depth news reporting for online and print, with a focus on magazine-style feature article writing and editing. Laboratory fee required. Prerequisite: MFJS 2140.

MFJS 3212 Film History II: Sound Cinema (4 Credits)
This course explores the international history of film, from the development of sound cinema through the post-World War II period, 1926-1960. We examine the ways in which important events such as the Great Depression, the rise of fascism, the Second World War, and the Cold War have altered the face of film history, and look at some of the most important cinematic movements of the period. We discuss film historiography and the special challenges posed by film historical research and writing. Lab fee required. Prerequisite: Permission of the instructor.
MFJS 3216 Film History III: Contemporary Cinema (4 Credits)
This course explores the history of film from 1960 to the present. We examine the ways in which important events such as the Cold War, struggles against colonialism, the Vietnam War, globalization, and the rise of religious fundamentalisms have altered the face of film history and look at some of the most important cinematic movements of the period. We discuss film historiography and the special challenges posed by film historical research and writing. Note: Lab fee required. This course is writing-intensive. Lab fee required. Prerequisite: Permission of the instructor.

MFJS 3224 Introduction to 16mm Film and HD Digital Cinematography (4 Credits)
This course focuses on the visual aspects of telling a cinematic Story. Students learn the basics of black and white cinematography using 16mm film cameras and/or the basics of color cinematography using high definition digital cameras. The class emphasizes silent storytelling, using lighting, art design and camera movement to develop character and theme. Students read from seminal film theorists about varying approaches to cinematography and write analyses of their own work. Lab fee required.

MFJS 3229 Video Editing is for Everybody (4 Credits)
The goal for this course is for students to have a basic working knowledge of editing using various media elements (video, audio, photos, music, graphics), developing proficiencies using different editing software, and applying a mixture of editing theories and techniques. This is a summer course only.

MFJS 3301 Culture Jamming (4 Credits)
Culture Jamming describes a set of tactics that certain artists, activists, filmmakers, musicians and journalists use to subvert power structures through appropriation, re-use or re-contextualization of dominant media influences. Students study the cultural context of (to name just a few topics) graffiti art, musical mashups, the re-editing of film and video, flash mobs, media interventions, drop-lifting, and the critical graphic design and journalism of publications like Adbusters.

MFJS 3310 Advanced Newswriting & Reporting (4 Credits)
Application of investigative techniques to interpretive reporting in areas of contemporary social concern. Laboratory fee required. Prerequisite: MFJS 2140.

MFJS 3320 Screenwriting for TV & Film (4 Credits)
This course leads students through advanced scriptwriting formats based on instructor expertise. Lab fee required. Prerequisite: MFJS 2150.

MFJS 3330 Broadcast & Video Journalism (4 Credits)
Students in this course learn and practice the techniques used by broadcast journalists as they write, shoot and edit news packages for television. Laboratory fee required. Prerequisite: MFJS 2140.

MFJS 3501 Web Design & Content Development (4 Credits)
This course covers the building and management of web pages. Students must be comfortable planning, creating and integrating social media and third-party content into web sites, along with analytical tools that measure audience engagement. Laboratory fee required. Prerequisite: MFJS 2140 and MFJS 2240.

MFJS 3504 Advanced Multimedia Storytelling and Publishing (4 Credits)
This course leads students through advanced layout and design for media publications using contemporary software applications for journalists and public relations professionals.

MFJS 3500 Introduction to 3D Modeling (4 Credits)
This course will serve as an introduction to 3D modeling, texturing, and lighting on the computer. Students will complete a series of projects in which the processes of preparing and producing a 3D piece will be explored. Various strategies and techniques for creating detailed models to be used in animation and games will be examined. Additional attention will be spent on virtual camera techniques as well as the use of compositing in creating final pieces. Current trends in the field will be addressed through the analysis and discussion of current and historical examples. Prerequisites: MFJS 2110, DMST 2100, DMST 4100 or permission of instructor. Cross-listed with DMST 3600, DMST 3630, EDPX 3600, EDPX 4600, MCOM 3600, MFJS 3630. MFJS, SCOM, MDST, MCOM, IIC, JOUR, COMN and DMST majors only.

MFJS 3852 Advanced Design, Layout, and Editing (4 Credits)
This course teaches students advanced layout and design for media publications using contemporary software applications for journalists and public relations professionals.

MFJS 3900 Topics in Media Film & Journalism (1-4 Credits)

MFJS 4000 MFJS Graduate Assessment Requirement (0 Credits)
This zero credit hour course is designed to enable graduate students enrolled in the Department of Media, Film and Journalism Studies’ M.A. in Media and Public Communication and the M.A. in International and Intercultural Communication degrees to complete an assessment file prior to their graduation. The requirement does not take place in conjunction with a single quarter but is rather completed throughout the student’s academic career according to the required coursework within both the M.A. in IIC and M.A. in MEPC (Media and Globalization or Strategic Communication concentration).
MFJS 4020 Emergent Digital Cultures (4 Credits)
This course introduces graduate students to some of the major historical, cultural, sociopolitical, philosophical, and other critical trends in this field of digital media. The rapid growth of participatory culture online has significant social implications and brings up issues of privacy, consumer power, intellectual property, and the nature of community and public engagement. This class will explore these issues as they manifest in various cases including politics, intellectual property, youth culture, activism, journalism and art. Particular emphasis will be placed on the question of how new media differs from mass media across various fields of cultural production (music, news, advertising, for example) and on what influence new digital products and practices might have on these industries and on cultures and societies more generally.

MFJS 4050 Foundations of Strategic Communication (4 Credits)
Focuses on understanding and implementing public communication campaigns. Central to the course is the exploration of the theoretical social science framework underlying communication campaigns and examination of the ways theories are used to define and explain communication problems and to plan and evaluate campaigns.

MFJS 4055 Media and Cultural Studies (4 Credits)
This class surveys ideas and authors in the interdisciplinary field of cultural studies with a focus on their contributions to the study of media and communication. Some theoretical concepts to be discussed include: representation, identity, cultural production, ideology, hegemony, intersectionality, and power as these relate to the analysis of media institutions, technologies, cultures, audiences/users, texts, and artifacts. Students will develop an understanding of cultural studies as a theoretical, methodological, and political project, devoted to social critique and transformative praxis.

MFJS 4060 Strategic Messaging (4 Credits)
Continues the focus on learning and applying public relations techniques, emphasizing media relations and media writing. Students develop the ability to formulate and evaluate appropriate communication objectives, strategies, and tactics in response to real-world public relations problems, paying attention to ethical considerations. Students produce a portfolio of written public relations materials. Prerequisite: MFJS 4050 or permission of instructor.

MFJS 4065 Public Diplomacy and Nation Branding (4 Credits)
Drawing on research from strategic communication, cultural studies, international relations, and marketing, this interdisciplinary course examines how nation-states strive to manage their reputations and increase their influence in the context of globalization and mediated networks. Students will learn about the evolution of public diplomacy and nation branding from the Cold War to present day and will discuss current developments and challenges. The course will introduce several theoretical approaches and will use a variety of case studies to help students gain insights into public diplomacy and nation branding as fields of research and of practice.

MFJS 4070 Seminar in Strategic Communication (4 Credits)
Through a combination of course readings, case study analyses and guest speakers, students will observe and learn about the practice of public relations in the health and nonprofit sectors. Students will also learn about the goals, challenges and opportunities specific to these sectors. Prerequisite: MCOM/MFJS 4060 or permission of instructor.

MFJS 4080 Global/Multicultural Campaigns (4 Credits)
Explores aspects of international and intercultural public relations, including intercultural communications issues, international media issues, international corporate PR, cross-cultural and diversity training, international media relations, and international public relations of governments. The class focuses on relevant theories and issues, rather than on techniques. Prerequisite: MFJS 4050 or permission of instructor.

MFJS 4140 Issues in Mass Communication History (4 Credits)
This course examines historically the interplay of economic, social, political and cultural aspects of communications technologies, media production and media institutions. The course deals primarily with American media history; some attention will be paid to media history in other countries.

MFJS 4160 Media Theories (4 Credits)
Surveys a number of theoretical approaches to the study of media and mass communication, paying attention to the historical context in which they arise. Students explore the relationships among media technologies, institutions, content, and audiences as well as their impacts on culture and society. The class prepares students to formulate theoretically grounded research questions within the field of media and mass communication.

MFJS 4165 Global Health and Development Communication (4 Credits)
This course will begin with an overview of health communication (which includes but is not limited to health promotion and behavior change). We will discuss individual, social, cultural & technological factors, and relevant theories and concepts in relation to international health communication and development. Students will then learn about the role of communication in international health and development and the way it is practiced in the field. We will also discuss and apply the social and cultural factors that influence the design, delivery, reception, and effectiveness of international health communication programs, the role of international health’s important players big and small (e.g. WHO, UNAID, PEPFAR, Doctors without Borders, pharmaceutical companies, local village leaders, local ministries of health, husbands, mothers, etc.), and the ways in which the use of both upstream and downstream communication is imperative. We will examine case studies and the latest research for international health communication and its effectiveness while we also apply health communication theories from a variety of perspectives.
MFJS 4175 Multicultural Health Communication (4 Credits)
The course will begin with an overview of Health Communication in the United States and the ways in which health and illness are defined through communication, including media. We will discuss existing health disparities and social determinants of health as we examine health communication in multicultural settings in the U.S. We will further examine multicultural audiences and perspectives about health and illness, including diverse meaning systems and their influences on health attitudes and behaviors. Students will learn about cross-cultural concepts of health and disease and how those are represented in communication about health and illness. As students learn about what it means to develop culturally grounded health communication campaigns, they will examine culture centric messaging in health promotion. We will also discuss the ways in which health care systems are promoting patient-centered, culturally sensitive health care.

MFJS 4200 Topics in Mass Communications (4 Credits)

MFJS 4218 Narrative Film/Video Production I (4 Credits)
This is the first of a two-course capstone sequence focused on the filmmaking process and the completion of a short narrative film. Using an intensive workshop method, the class examines the scriptwriting and pre-production processes, and students finish the quarter with a completed pre-production notebook that includes a shooting script, a producer analysis, a script breakdown, production boards, casting decisions, location scouting reports and a shooting schedule. Likewise, through readings, discussions and screenings, the course is designed to expose students to the larger world of narrative filmmaking. Lab fee required. Cross-listed with MFJS 3218. Prerequisites: MFJS 4450 and MFJS 4470 or permission of the instructor.

MFJS 4219 Documentary Film/Video Production I (4 Credits)
This is the first of a two-course capstone sequence focused on the filmmaking process and the completion of a short documentary film. This course focuses on historical modes and styles of documentary, ethics, and documentary pre-production. Students pitch films, form filmmaking teams and research and write a proposal for their films. Reflective writing about process and outcome anchors student learning. Lab fee required. Cross listed with MFJS 3219. Prerequisites: MFJS 4470 or permission of instructor.

MFJS 4220 Narrative Film/Video Production II (4 Credits)
This is the second of a two-course capstone sequence focused on the filmmaking process and the completion of a short narrative film. The class uses an intensive workshop method to hone work on films pre-produced in Narrative Film/Video I. Specifically, students focus on shooting, directing, editing and sound development for their short narrative film. Lab fee required. Prerequisites: MFJ 4450, MFJS 4470, and MFJS 4218.

MFJS 4221 Documentary Film/Video Production II (4 Credits)
This is the second of a two-course capstone sequence focused on the filmmaking process and the completion of a short documentary film. The course focuses on documentary structure, production and post-production. Additionally, using an intensive workshop style, students, critique their own and each other’s work. Reflective writing about process and outcome anchors student learning. Lab fee required. Prerequisites: MFJS 4470 and MFJS 4219.

MFJS 4222 Experimental Theory and Production (4 Credits)
This course is an historical, critical overview of experimental film/video movements; training in experimental projection techniques; production of own experimental projects. Lab fee required. Cross listed with MFJS 3222. Prerequisite: MFJS 4470 or permission of instructor.

MFJS 4223 Advanced Editing (4 Credits)
Building on the basic non-linear editing skills gained in Introduction to Field Production and Editing, this course focuses on advanced editing techniques including image and sound manipulation that utilize rhythmic, graphic, metaphoric, temporal and spatial approaches. In addition, the class addresses advanced sound sweetening and image color correction. Students read from seminal film theorists about varying approaches to editing and write analyses of their own work. Lab fee required. Cross listed with MFJS 3223. Prerequisite: MFJS 4470 or permission of instructor.

MFJS 4229 Video Editing is for Everybody (4 Credits)
Video has become ubiquitous. Whether on YouTube, Hulu, television or a friend’s Facebook page, people are exposed to thousands of edited videos every year. From business to anthropology, chemistry to journalism, students in every discipline want to create videos to enhance class projects, aide business plans, promote good works, accompany science processes and create lasting memories. This course is designed to provide students with a basic understanding of television and film editing. When completing this course, the goal is for students to have a basic working knowledge of editing using various media elements (video, audio, photos, music, graphics), editing software and applying a mixture of editing theories and techniques (continuity and montage style editing). There are no prerequisites for this course.

MFJS 4250 Critical Visual Studies (4 Credits)
This graduate seminar introduces students to the major theories of culture and to various critical approaches to media and communication.

MFJS 4255 Space, Place and Globalization (4 Credits)
This class explores how developments in media technologies converge with expanded forms of mobility (migration, tourism, business travel, etc.) to create new practices and experiences with space and place. Responding to a globalizing context where places have become increasingly networked and/or virtual, this course pulls together research at the intersection of communication and geography studies.

MFJS 4260 Qualitative Research Methods (4 Credits)
Surveys interpretive critical theories and methods, which may include participant observation, ethnography, textual analysis, reception or audience studies, historiography, semiotics, and feminist studies. The class also prepares students to write a thesis proposal. Prerequisite MFJS 4250 or permission of instructor.
MFJS 4300 Mass Media Law (4 Credits)
Introduction to freedom of expression and media law. Students learn how the American legal system works and gain an understanding and appreciation of the philosophical foundations of free expression. In addition, students confront many of the issues facing professional communicators today. Topics include incitement, hate speech, student speech, copyright, defamation, and other issues crucial to mass media professionals. The course examines also explores challenges to free expression brought by new(er) communication technologies. The purpose of this class is to give students the knowledge and critical thinking skills needed to be successful in today's rapidly changing communication environment. Cross-listed with MFJS 3040.

MFJS 4310 New Media Law & Regulation (4 Credits)
Examination of current conflicts in mass communications law. Particular emphasis is given the legal problems of communications technologies. Topics may include libel, privacy, obscenity, news gathering, copyright, media ownership and comparative approaches to media law. The course provides insight into how the legal process works and an understanding of the principles and philosophies that underlie the restraints on new communication technologies.

MFJS 4320 Brands and Identities (4 Credits)
Reviews theories and cases of the role and meaning of brands in a consumer society, with a particular emphasis on understanding how brands are implicated in the construction and presentation of personal and group identities. The course combines insights from marketing, social psychology, and cultural studies to explore the importance of brands for both consumers and practitioners. Students master core branding concepts and use them to critically analyze salient social and cultural issues.

MFJS 4450 Scriptwriting (4 Credits)
Utilizing film and written texts, this course examines the fundamentals of narrative scriptwriting. Students produce a short narrative script (10-15 pages) while learning about the various processes involved in this art form. Cross listed with MFJS 2150. Lab fee required.

MFJS 4470 Introduction to Field Production and Editing (4 Credits)
This course focuses on the complete production process: pre-production (planning), production (lighting, shooting and sound gathering) and post-production (editing). The goal of the course is for students to gain a basic understanding of the process involved in producing a field-based production, the skills necessary to complete it and the critical understanding behind all decision. Lab fee required. Cross listed with MFJS 3215.

MFJS 4501 Web Building & Site Management (4 Credits)
An introduction to the fundamental concepts of Web site development and management, including HTML, DHTML, graphical Web-building tools (Macromedia DreamWeaver and others), multilevel site planning and construction, navigation schemes, basic interactivity (via Javascript and CGI), information organization, Web site management and delivery of basic multimedia content.

MFJS 4540 Attitude Change & Persuasion (4 Credits)
A review of the major theories of persuasion, and analysis of their application in public communication campaigns.

MFJS 4550 Media Effects & Consequences (4 Credits)
Examines the psychological effects and sociological consequences of mass communications. The course combines theoretical perspectives from social science inquiry that seek to explain how audiences use the mass media and the effects which media have on audiences. Emphasis is placed upon areas of inquiry which have a bearing on mass communications policy. Prerequisite MFJS 4160.

MFJS 4560 Methods in Communication Research (4 Credits)
Development and application of specific social scientific research techniques to study mass communication. The class surveys both quantitative and qualitative techniques and addresses methods for evaluation.

MFJS 4567 Networked Media and Social Justice (4 Credits)
The course explores contemporary transnational protest movements in the context of new digital-era communication, including the Occupy movement against finance-industry-based expanding economic inequities, the environmental justice movement that seeks to address the production of climate-changing industrial pollution, and the movement to protect online civil liberties related to issues like access and privacy online.

MFJS 4650 Global Media and Communication (4 Credits)
Major theories concerning international communication flows, the impact of globalization and global media, issues of new communication technologies, the rhetoric and media framing of global politics and culture; international marketing and public relations; and national and cultural sovereignty issues related to communication. Prerequisite: instructor's permission.

MFJS 4651 Development Communication (4 Credits)
An overview of major theories in development communication concerning past, present, and future roles of media in economic/cultural development around world. Prerequisite: MFJS 4160 or permission by instructor.

MFJS 4652 Culture, Gender, and Global Communication (4 Credits)
Explore the ways in which culture, gender, and communication intersect and shape a variety of issues from an international and intercultural perspective, including sexuality and gender identity, indigenous and immigration rights, women's rights, and human rights. Using a global feminist perspective, the class examines paradigm shifts in creating social change through social and political movements. Cross listed with MFJS 3652.

MFJS 4653 Language, Power, and Globalization (4 Credits)
This course focuses on scholarly and political debates surrounding the social nature of language, language and (inter)national and individual identity, language policy, multilingualism and linguistic diversity, language and globalization, language and media and communication technologies, and, finally, the future of the global language landscape.
MFJS 4654 Intercultural Communication (4 Credits)
This course focuses on the intersections between culture & communication, including intercultural communication in interpersonal and mediated contexts at the local, national and global levels as shaped by processes of globalization. It covers major theoretical perspectives and methods, the role of power and privilege in the construction and articulation of culture and cultural identity, and intersections with race, ethnicity, gender, sexuality and class, intercultural training and the role of communication and culture in conflict and conflict resolution.

MFJS 4655 Multicultural Journalism (4 Credits)
This course focuses on multicultural approaches to journalism and media, including representations and news coverage related to gender, race/ethnicity, class, and sexuality, disabilities, religion, and nationality, etc. The class explores culture and intercultural communication and ways to apply these to journalistic writing as a creative process and craft. Prerequisite: Prior journalistic coursework or its equivalent (including writing experience). Cross-listed with MFJS 3655.

MFJS 4656 Cross-Cultural Travel Seminar: Immigration, Communication, and Border Cultures (4 Credits)
This is a one-week intensive travel course that takes place in Tucson, Arizona and south to the US-Mexican border region. The focus of this experiential learning class is to study immigration issues, border cultures, and the role of communication and media through testimonies of immigrants, and visits to key sites such as the migrant trail, immigration detention center and courts. Also included are talks by activists and officials involved in the immigration debate. Class meets for two pre-class sessions in spring quarter. Cross-listed with MFJS 3656.

MFJS 4912 Seminar in Media Film & Journalism Studies (1-5 Credits)

MFJS 4980 Internship (1-10 Credits)
Arrange with internship director to complete internship with Denver-area media organization. Prerequisite: varies; consult internship director.

MFJS 4991 Independent Study (1-10 Credits)

MFJS 4992 Directed Study (1-10 Credits)

MFJS 4995 Independent Research (1-10 Credits)