MEDIA FILM JOURNALISM STUDIES (MFJS)

Courses

MFJS 2000 Introduction to Film Criticism (4 Credits)
Theories and methods of social, cultural and aesthetic criticism of film; emphasis on critical writing. Laboratory fee required. This course counts toward the Analytical Inquiry: Society and Culture requirement.

MFJS 2100 Culture, Media and Power (4 Credits)
Theories of culture and the relationships among media, culture and society, focusing on ways in which contemporary popular cultures are produced and articulated, and to social politics of representation. Cross-listed with DMST 2100, MCOM 2100.

MFJS 2110 Technical Foundations of Digital Media (4 Credits)
The course provides the fundamental concepts of digital systems. Study of the number systems and components of computers (hardware and firmware) and how they function to solve problems.

MFJS 2130 Literary Journalism (4 Credits)

MFJS 2140 Newswriting & Reporting (4 Credits)
Fundamentals of newswriting and reporting for print and broadcast journalism. Laboratory fee required.

MFJS 2150 Scriptwriting (4 Credits)
Fundamentals of writing for film and television. Cross listed with MFJS 4450. Prerequisite: MFJS 2000 or permission of instructor.

MFJS 2200 Emergent Digital Practices and Cultures (4 Credits)
This course introduces students to the historical, economic, legal and social contexts of emergent digital practices and explores the various ways technology shapes and is shaped by culture. The rapid growth of participatory culture online through, for example, social networking sites, interactive news sites, gaming, mobile apps, and blogging has significant social implications and brings up issues of privacy, intellectual property, and the nature of community and public engagement. This class will explore these issues through various theoretical lenses and concrete cases including politics, youth culture, activism, news 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. This course counts towards the Analytical Inquiry: Society and Culture requirement. Cross-listed with EDPX 2200.

MFJS 2210 Introduction to Media and Culture (4 Credits)
Course introduces students to the organization of the U.S. media industries and their historical and contemporary role in U.S. culture. This course counts toward the Scientific Inquiry: Society and Culture requirement.

MFJS 2240 Online & Visual Journalism (4 Credits)
An introduction to web-based, print, video, and audio news in a rolling deadline format. It also includes a project-based cross-cultural component to highlight internationalization of the news industries and to build upon the internationalization focus of the University. Prerequisite: MFJS 2140.

MFJS 2280 Politics and Media (4 Credits)
We examine the nature of the media and how media institutions shape the way citizens understand politics. We discuss global media institutions and the role media play in various societies. We explore the role of media in providing information for citizens in a democracy, examine how the media influence the political process, and investigate how the goals of and changes within the media industry influence the effect media coverage has on the political process. Through our study, we explore how the media either enhance or limit the potential for citizens to contribute to democracy. This course counts toward the Scientific Inquiry: Society and Culture requirement.

MFJS 2290 Innovations in Media and Communications (4 Credits)
Today, it is difficult to imagine a life free of the media. There are more than 4 billion mobile phones in the world, and a billion people are now able to access the Internet. Television is available to close to 100% of people living in the media-saturated societies of North America, western and Eastern Europe, and East Asia, with radio widely available almost everywhere else. Moreover, with YouTube, blogs, online gaming, citizen journalism, experimental film, and peer-to-peer file sharing, people are actively creating and sharing their own news and entertainment experiences like never before. Communication technologies are changing the way money circulates, how and where business is conducted, the ways in which labor is deployed, and how people communicate between home and work, national and diasporic contexts. The media are facilitating both globalization and cultural hybridity, at times securing social cohesion and at other moments facilitating social movements for change. Where do these technologies come from? Who controls them? Who profits from them? How are they used, and with what potential implications? What does the future hold? These are some of the questions the class will address. This course counts toward the Analytical Inquiry: Society and Culture requirement.

MFJS 2300 Media, Environment and Culture (4 Credits)
This course will provide an introduction to prominent questions and themes in environmental thought and how those questions and themes are addressed, mocked or reiterated through various media industries and outlets. It will begin with a study of various approaches to nature, wilderness and “environmentalisms”. It will also consider questions of environmental justice and multicultural approaches to environmental issues. Must have completed WRIT 1122 and WRIT 1133 or their equivalents.
**MFJS 2400 Strategic Communication Planning (4 Credits)**
This course introduces students to foundational principles in strategic communication and covers both public relations and advertising. Students learn and apply the elements of a comprehensive strategic communication plan, including conducting research, setting communication goals, designing messaging strategies and tactics, and evaluating the plan’s effectiveness. An emphasis on ethical communication practices is central to the course.

**MFJS 2992 Directed Study (1-10 Credits)**

**MFJS 3000 MFJS Undergraduate Assessment Requirement (0 Credits)**
This zero credit hour course is designed to enable undergraduate students enrolled in the Department of Media, Film and Journalism Studies majors and minors 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 the major or minor.

**MFJS 3020 Media Effects (4 Credits)**
Behavioral science theory as applied to mass communications systems and audiences.

**MFJS 3040 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 4300.

**MFJS 3110 Audience Research (4 Credits)**
Analysis of behavioral research methods as applied to mass communication audiences.

**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 3140 Introduction to Publishing (4 Credits)**
Through lectures and field trips, students learn how books get published--with all the steps involved. Cross listed with ENGL 2040, ENGL 3040.

**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 3170 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 3200 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 3209 TV Culture & Criticism (4 Credits)
Theoretical and critical approaches to television, including semiotics, poststructuralism, ethnography; television programming from a cultural studies perspective. Laboratory fee required.

MFJS 3211 Tangible Interactivity (4 Credits)
Explores methods and devices for human-computer interaction beyond the mouse and keyboard. Students learn to create and hack electronic input and output devices and explore multi-touch, augmented reality, and other forms of sensor-based technologies. Prerequisite: MFJS 2110 or DMST 2100 or DMST 4100 or permission of instructor. MFJS, SCOM, MDST, COMN, MCOM, JOUR, IIC and DMST majors only.

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 3215 Introduction to Field Production & Editing (4 Credits)
Application of video production principles and methods to multi-camera studio and field production. Laboratory fee required. Cross listed with MFJS 4470. Prerequisite: MFJS 2000.

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 3218 Narrative Film/Video Production I (4 Credits)
Technical and personnel management skills required for successful production of motion pictures and television programming. Cross listed with MFJS 4218. Prerequisites: MFJS 2000, MFJS 2150 and MFJS 3215.

MFJS 3219 Documentary Film/Video Production I (4 Credits)
The first half of a two-course sequence, this class focuses on the various modes and styles of documentary and on selecting and researching a topic for documentary production. Cross listed with MFJS 4219. Prerequisites: MFJS 2000 and MFJS 3215.

MFJS 3220 Narrative Film/Video Production II (4 Credits)
Application of film and video production techniques to creation of narrative/dramatic projects. Laboratory fee required. Cross listed with MFJS 4220. Prerequisites: MFJS 2150, MFJS 3215 and MFJS 3218.

MFJS 3221 Documentary Film/Video Production II (4 Credits)
The second half of a two course sequence, this class focuses on the production of a 10 minute documentary film. Cross listed with MFJS 4221. Prerequisites: MFJS 2000, MFJS 3215 and MFJS 3219.

MFJS 3222 Experimental Film/Video Theory & Production (4 Credits)
Historical, critical overview of experimental film/video movements; training in experimental production techniques; production of own experimental projects. Laboratory fee required. Cross listed with MFJS 4222. Prerequisite: MFJS 3215.

MFJS 3223 Advanced Editing (4 Credits)
Building on the basic non-linear editing skills gained in Introduction to Field Production & Editing, this course focuses on advanced techniques of image and color manipulation, movement and graphic effects, advanced sound sweetening and manipulation and advanced text/credit effects. Cross listed with MFJS 4223. Prerequisite: MFJS 3215.

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 3225 Sensing the Cinematic Image (4 Credits)
This course explores Native American, Middle Eastern, and Asian aesthetic principles and how these perspectives relate to the cinematic image. Related films and readings, presented in conjunction with texts from Western filmmakers and film theorists, will reveal how perceptual understanding (and hence, cinematic representation) has varied historically across our globe. Students will analyze, discuss and write about the films we watch, integrating ideas from theoretical/ literary texts that explore our rich cultural diversity, our myriad ways of perceiving the world, and our individual and collective responsibility to preserve these experiences. Lab fee. Prerequisites: MFJS 2000 or permission of instructor.

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 3230 Interaction and Collaboration (4 Credits)
Students combine skills to create complex interactive works that encourage social collaboration of their users. Prerequisite: MFJS 3211 or DMST 3211 or DMST 3212 or DMST 3213 or permission of instructor. MFJS, SCOM, MDST, COMN, MCOM, JOUR, IIC, and DMST majors only. Can be repeated once.

MFJS 3240 Film and Television Genres (4 Credits)
The course explores the development and evolution of a particular film or television genre. Prerequisite: MFJS 2000.

MFJS 3260 History of Photography: American Cultural Perspectives (4 Credits)
The class will examine images and image-makers from various time periods throughout the history of (mostly) American photography, and will contextualize the production of the photographs with relevant historical and critical writings. Class time will be divided between slide lectures, film/video screenings, discussions of the readings and student presentations. We will also explore photojournalism in American media history including studying examples of photographs or movements that have influenced American society and culture.

MFJS 3261 Green Screen: Cases and Concepts in Environmental Filmmaking (4 Credits)
This seminar-style class will address what we call “environmental film” --how it is shaped and re-shaped by the changing cultural meanings of words like “ecology” “environmentalism” and “nature”. From the worlds of Walt Disney to Werner Herzog, from the avant-garde to Al Gore, this course will ask students to think about how cinema shapes what we see when we see “nature” and how we think about, consume and politicize the environment of which we are an integral part. This seminar is primarily designed as a reading/viewing/discussion and writing course, but will also include a creative component in which students are encouraged to write, photograph, paint or film their own expressions of what “nature” and “the environment” or “environmentalist filmmaking” means to them. Prerequisites: WRIT 1122, WRIT 1133.

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 3400 Public Relations Concepts & Cases (4 Credits)
Public relations as practiced by business, government and nonprofit organizations with evaluation of applied public relations procedures. Prerequisite: MFJS 2140.

MFJS 3410 Strategic Messaging (4 Credits)
This course focuses on learning and applying strategic communication principles to the creation of strategic messages for a client. Students also evaluate strategic communication techniques as they learn how to target a specific audience and learn how strategic messages fit within an overall strategic communication plan. Prerequisite: MFJS 2400.

MFJS 3420 Strategic Communication Seminar (4 Credits)
This is the capstone course in the strategic communication sequence. In this course, students examine special topics in strategic communication and apply what they have learned to group projects in which they take on a client and work together as a team on a strategic communication campaign. Cross listed with MFJS 4070. Prerequisites: MFJS 2400 and MFJS 3410.

MFJS 3440 Global & Multicultural Campaigns (4 Credits)
This course explores several issues and aspects of global and multicultural campaigns, using a combination of readings, lectures, discussions, and presentations from guest speakers with experience in this rapidly expanding field. Students discuss real-world campaigns and learn about the challenges and necessities of planning, implementing and evaluating global and multicultural campaigns. Prerequisite: MFJS 2400.
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 3502 Advanced Web Building & Site Management (4 Credits)
This course covers the concepts and tools utilized when building industry standard Rich Internet/Desktop Applications. During the course the student gets an introduction to Object Oriented development practices and how it applies to ActionScript 3.0 development for the Flash Player and Adobe Integrated Runtime platforms. The student is exposed to design patterns and frameworks that are commonly used during RIA development. During the course the student learns how data is handled in an RIA situation, covering such aspects as XML, AMF remoting, and local file storage. Flash, Flex, and AIR are all discussed and used during the course when building Rich Internet/Desktop Applications.

MFJS 3504 Advanced Multimedia Storytelling and Publishing (4 Credits)
In this course, students tap the reporting, writing, editing and multimedia production and editing skills and knowledge learned and practiced in previous journalism studies classes and apply them to building from scratch, an open content management based multimedia web site. Laboratory fee required. Prerequisites: MFJS 2140 and MFJS 2240.

MFJS 3510 Web Application Development (4 Credits)
The goal of this course is to provide students with the fundamentals of planning and building web database applications using macromedia ColdFusion MX. Students will acquire a range of skills in planning, designing, developing and implementing a web database application. This course is focused on four core areas: Website Management, ColdFusion language, Database Design, and SQL. Prerequisite: DMST 3501 or MFJS 3501.

MFJS 3550 Digital Audio Production (4 Credits)
This class introduces the tools and techniques of digital audio production, including sampling and synthesis; sound editing and effects processing; multitrack recording; audio sequencing and mastering; and distribution.

MFJS 3600 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 3630 3D Animation and Character Animation (4 Credits)
This course examines animation within virtual 3D environments. Starting with basic concepts, the course develops timing and spacing principles in animation to support good mechanics. They also serve as the basis for the more advanced principles in character animation as the class progresses. Cross-listed with DMST 3600, DMST 3630, MCOM 3630. Prerequisite: MFJS 3600 or permission of instructor. MFJS, SCOM, MDST, COMN, MCOM, IIC, JOUR, and DMST majors only.

MFJS 3650 3D Spaces: Narratives, Games and Visualization (4 Credits)
An exploration of 3D digital space and the possibilities found in games, narratives and visualizations in these spaces. A real-time engine is used by students to examine the opportunities of virtual 3D worlds. Prerequisite: MFJS 3600 or DMST 3600 or permission of instructor. MFJS, SCOM, MDST, COMN, MCOM, IIC, JOUR or DMST majors only.

MFJS 3652 Culture, Gender, and Global Communication (4 Credits)
This course explores the ways in which culture, gender, and communication intersect and shape a variety of issues from an international and intercultural perspective. Using a global feminist perspective, it also focuses on paradigms and paradigm shifts in creating social change. Also explored are alternative paradigms of thought, action and media communications by women and indigenous peoples, which have often been ignored, discounted or buried in history. Cross listed with MFJS 4652 and GWST 3652.

MFJS 3655 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: MFJS 2140: News Writing & Reporting. Cross-listed with MFJS 4655.

MFJS 3656 Cross-cultural Travel Seminar: Immigration, Communication & 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. Requires junior standing. Cross-listed with MFJS 4656.

MFJS 3690 Digital Cinema, Theory and Practice (4 Credits)
This course introduces such forms of digital cinema as video remixes and cinemashups, visual music, ambient video, sonic visualization; live cinema and VJing. The class covers multitrack video and audio mixing, with an emphasis on live, performative approaches, including VJ tools and a variety of systematic approaches to making computer-generated or manipulated video. The class incorporates reading and discussion of several critical texts and documentation of digital cinematic theory, process and practices, and the class will include screening and discussion of examples of digital cinema. Prerequisite: Permission of instructor. MFJS, SCOM, MDST, COMN, MCOM, IIC, JOUR, or DMST majors only.
MFJS 3700 New Media Law & Regulation (4 Credits)
An examination of recent conflicts in mass communication law; topics vary with current developments. Particular emphasis is given to the legal problems of broadcasting, cable and the new communications technologies.

MFJS 3802 Topics in Communication (1-4 Credits)

MFJS 3803 Topics in Communication (1-4 Credits)

MFJS 3804 Topics in Communication (1-4 Credits)

MFJS 3850 TV & Film Production: Hollywood View (4 Credits)

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 3880 On Campus Media Internship (1-4 Credits)
This course gives students an opportunity to hone their writing and editing skills under the tutelage of their instructors and their peers in the publication/dissemination of a campus-based news source that includes online news, print, video, photojournalism, audio, and/or design. Prerequisite: MFJS 2140.

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

MFJS 3980 Internship in Mass Communication (1-10 Credits)

MFJS 3991 Independent Study (1-10 Credits)

MFJS 3992 Directed Study (1-5 Credits)

MFJS 3995 Independent Research (1-10 Credits)