The Department of Media, Film and Journalism Studies is devoted to exploring the ways in which television, film, radio, print, web and social media connect individuals with the world and how these mediated relationships help shape the societies in which people live. The department has an innovative and creative faculty with many areas of specialization. Faculty expertise is centered in these areas of study:

- Digital media studies: Web and multimedia design, programming, digital video/audio, influence of digital media on individuals, culture and society
- Film studies and production: film and digital video production, narrative, documentary and experimental styles, script/screenwriting, film, broadcasting and cable-casting history and criticism
- Journalism studies: online journalism, politics and media, activist and community media, newswriting, design and layout, media law, policy and ethics
- Media studies: media and society; interactive and digital media; media influence; globalization and media; history and future of the media industries; social, political, economic and cultural implications of media practices and processes; reading and analysis of media texts
- Strategic communication: public relations, communication campaigns, health communication, global and multicultural communication, branding, media law, policy and ethics, advertising and audience research

The four majors all provide the theoretical grounding and leading-edge experience necessary to address the complex challenges of mediated communication. We also offer a minor in film/media studies and production.

The department also offers internship experiences with local, regional, national and international placements. Career opportunities for graduates in communications, film and television, journalism and digital media studies include a wide range of positions in business, nonprofit organizations, media, government and education.

### Film Studies and Production

The film studies and production major facilitates a solid grounding in the history, theory, production and criticism of motion picture arts. Students acquire critical skills in the reading and analysis of media texts together with those involved in various modes of motion-picture production. Students are encouraged to consider the consequences and ethical implications of the approaches to style and content they choose, and are encouraged to situate their work within the many historical contexts presented in the various production, history and criticism classes. The major teaches narrative, documentary and experimental modes of script/screenwriting and filmmaking; establishes a technical proficiency in camera use, lighting, digital editing software and sound design; and develops the ability to write script treatments and project proposals, as well as critical arguments about media representations and constructions.

### Bachelor of Arts Major Requirements

(183 credits required for the degree [http://bulletin.du.edu/undergraduate/undergraduateprograms/traditionalbachelorsprogram/bachelorofarts])

40 credits, including the following:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MFJS 2000</td>
<td>Introduction to Film Criticism</td>
<td>4</td>
</tr>
<tr>
<td>MFJS 2150</td>
<td>Scriptwriting</td>
<td></td>
</tr>
<tr>
<td>MFJS 3215</td>
<td>Introduction to Field Production &amp; Editing</td>
<td></td>
</tr>
</tbody>
</table>

Select one of the following:

- MFJS 2290 Innovations in Media and Communications
- MFJS 3203 Women and Film
- MFJS 3206 Film History I: Silent Cinema
- MFJS 3212 Film History II: Sound Cinema
- MFJS 3216 Film History III: Contemporary Cinema
- MFJS 3240 Film and Television Genres
- MFJS 3260 History of Photography: American Cultural Perspectives
### Depth Courses
- MFJS 3218 & MFJS 3220: Narrative Film/Video Production I and II
- MFJS 3221 & MFJS 3222: Documentary Film/Video Production I and II

### Electives
- MFJS 2150: Scriptwriting
- MFJS 2300: Media, Environment and Culture (Media, Environment and Culture)
- MFJS 3206: Film History I: Silent Cinema
- MFJS 3207: Film History II: Sound Cinema
- MFJS 3214: Film History III: Contemporary Cinema
- MFJS 3216: Experimental Film/Video Theory & Production
- MFJS 3223: Advanced Editing
- MFJS 3224: Introduction to 16mm Film and HD Digital Cinematography
- MFJS 3240: Film and Television Genres
- MFJS 3241: History of Photography: American Cultural Perspectives
- MFJS 3243: Green Screen: Cases and Concepts in Environmental Filmmaking
- MFJS 3900: Topics in Media Film & Journalism (Directing and Acting for the Screen or other approved topic course)

1. With approval of instructor
2. Only four credits of internship may be applied toward the first 40 credits required for the major. An additional four credits may be applied beyond the 40-credit minimum.

### MINOR REQUIREMENTS
20 credits, including:

#### Required Coursework
- MFJS 2300: Media, Environment and Culture
- MFJS 3203: Women and Film
- MFJS 3206: Film History I: Silent Cinema
- MFJS 3214: Film History III: Contemporary Cinema
- MFJS 3216: Experimental Film/Video Theory & Production
- MFJS 3223: Advanced Editing
- MFJS 3224: Introduction to 16mm Film and HD Digital Cinematography
- MFJS 3230: Broadcast & Video Journalism
- MFJS 3330: Broadcast & Video Journalism

#### Electives
- Select three of the following:
  - MFJS 2150: Scriptwriting
  - MFJS 2300: Media, Environment and Culture (Media, Environment and Culture)
  - MFJS 3203: Women and Film
  - MFJS 3206: Film History I: Silent Cinema
  - MFJS 3214: Film History III: Contemporary Cinema
  - MFJS 3216: Experimental Film/Video Theory & Production
  - MFJS 3223: Advanced Editing
  - MFJS 3224: Introduction to 16mm Film and HD Digital Cinematography
  - MFJS 3240: Film and Television Genres
  - MFJS 3241: History of Photography: American Cultural Perspectives
  - MFJS 3243: Green Screen: Cases and Concepts in Environmental Filmmaking
  - MFJS 3900: Topics in Media Film & Journalism (Directing and Acting for the Screen or other approved topic course)

Minors may also complete one of the following two-quarter sequences, 8 credits total:

#### Narrative Sequence
<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MFJS 3218</td>
<td>Narrative Film/Video Production I</td>
<td></td>
</tr>
<tr>
<td>MFJS 3220</td>
<td>Narrative Film/Video Production II</td>
<td></td>
</tr>
</tbody>
</table>

**Documentary Sequence**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MFJS 3219</td>
<td>Documentary Film/Video Production I</td>
<td></td>
</tr>
<tr>
<td>MFJS 3221</td>
<td>Documentary Film/Video Production II</td>
<td></td>
</tr>
</tbody>
</table>

**Total Credits**: 20

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**Journalism Studies**

Students are encouraged to develop understandings of the media through coursework that aims to challenge them and prepare them for the changing journalism environment by developing their basic understandings in law, ethics, theory and history of the media.

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**Bachelor of Arts Major Requirements**

(183 credits required for the degree [http://bulletin.du.edu/undergraduate/undergraduateprograms/traditionalbachelorsprogram/bachelorofarts])

40 credits, including the following:

**Code** | **Title** | **Credits**
---|---|---

**Foundational Course** 8

Select two of the following:

- MFJS 2200 | Emergent Digital Practices and Cultures |
- MFJS 2210 | Introduction to Media and Culture |
- MFJS 2280 | Politics and Media |
- MFJS 2290 | Innovations in Media and Communications |
- MFJS 3160 | Networked Journalism |

**Culture, History and Politics** 4

Select one of the following (can also select from the foundational courses list):

- MFJS 2000 | Introduction to Film Criticism |
- MFJS 3020 | Media Effects |
- MFJS 3150 | Activist Media: A Historical Overview 1960-Present |
- MFJS 3205 | International & Development Communication |
- MFJS 3700 | New Media Law & Regulation |
- MFJS 3900 | Topics in Media Film & Journalism ¹ |

**Core Journalism Courses** 8

- MFJS 2140 | Newswriting & Reporting |
- MFJS 2240 | Online & Visual Journalism |

**Law and Ethics** 8

- MFJS 3040 | Media Law |
- MFJS 3120 | Media Ethics |

**Writing and Editing** 4

Select one of the following:

- MFJS 3208 | Narrative and Longform Journalism |
- MFJS 3310 | Advanced Newswriting & Reporting |
- MFJS 3900 | Topics in Media Film & Journalism (journalism studies) ¹ |

**Visual or Digital Journalism** 4

Select one of the following:

- MFJS 3201 | Digital Graphic Design |
- MFJS 3215 | Introduction to Field Production & Editing |
- MFJS 3330 | Broadcast & Video Journalism |
- MFJS 3501 | Web Design & Content Development |
- MFJS 3504 | Advanced Multimedia Storytelling and Publishing |
- MFJS 3852 | Advanced Design, Layout, and Editing |
- MFJS 3900 | Topics in Media Film & Journalism ¹ |

**Internship** ² 4
MFJS 3980 Internship in Mass Communication (Prereq: Must have completed MFJS 2140 Newswriting and Reporting and MFJS 2240 Online and Visual Journalism and have a 3.0 GPA.)

Total Credits 40

1 Approved by the student’s advisor.
2 Only four credits of internship may be applied toward the first 40 credits required for the major. An additional four credits of internship may be applied beyond the 40-credit minimum.

Media Studies

This major is designed for students who want to gain a broad knowledge of media industries and of media studies grounded in history, foundations, globalization and media theory. It is also intended to take advantage of the particular skills and resources of the faculty in the Department of Media, Film and Journalism Studies. Contemporary communications media—including traditional mass media as well as interactive and digital media—are integral to political, economic and cultural life today. The major emphasizes course work that examines the role and influence of media in society from various perspectives.

Bachelor of Arts Major Requirements

(183 credits required for the degree [http://bulletin.du.edu/undergraduate/undergraduateprograms/traditionalbachelorsprogram/bachelorofarts])

40 credits, including the following:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MFJS 2000</td>
<td>Introduction to Film Criticism</td>
<td>1</td>
</tr>
<tr>
<td>MFJS 2200</td>
<td>Emergent Digital Practices and Cultures</td>
<td>1</td>
</tr>
<tr>
<td>MFJS 2210</td>
<td>Introduction to Media and Culture</td>
<td>1</td>
</tr>
<tr>
<td>MFJS 2280</td>
<td>Politics and Media</td>
<td>1</td>
</tr>
<tr>
<td>MFJS 2300</td>
<td>Media, Environment and Culture</td>
<td>1</td>
</tr>
<tr>
<td>MFJS 2290</td>
<td>Innovations in Media and Communications</td>
<td>1</td>
</tr>
<tr>
<td>MFJS 3150</td>
<td>Activist Media: A Historical Overview 1960-Present</td>
<td>1</td>
</tr>
<tr>
<td>MFJS 3160</td>
<td>Networked Journalism</td>
<td>1</td>
</tr>
<tr>
<td>MFJS 3204</td>
<td>Film &amp; Broadcast Documentary</td>
<td>1</td>
</tr>
<tr>
<td>MFJS 3206</td>
<td>Film History I: Silent Cinema</td>
<td>1</td>
</tr>
<tr>
<td>MFJS 3212</td>
<td>Film History II: Sound Cinema</td>
<td>1</td>
</tr>
<tr>
<td>MFJS 3216</td>
<td>Film History III: Contemporary Cinema</td>
<td>1</td>
</tr>
<tr>
<td>MFJS 3240</td>
<td>Film and Television Genres</td>
<td>1</td>
</tr>
<tr>
<td>MFJS 3260</td>
<td>History of Photography: American Cultural Perspectives</td>
<td>1</td>
</tr>
<tr>
<td>MFJS 3261</td>
<td>Green Screen: Cases and Concepts in Environmental Filmmaking</td>
<td>1</td>
</tr>
<tr>
<td>MFJS 3020</td>
<td>Media Effects</td>
<td>1</td>
</tr>
<tr>
<td>MFJS 3040</td>
<td>Media Law</td>
<td>1</td>
</tr>
<tr>
<td>MFJS 3110</td>
<td>Audience Research</td>
<td>1</td>
</tr>
<tr>
<td>MFJS 3120</td>
<td>Media Ethics</td>
<td>1</td>
</tr>
<tr>
<td>MFJS 3205</td>
<td>International &amp; Development Communication</td>
<td>1</td>
</tr>
<tr>
<td>MFJS 3652</td>
<td>Culture, Gender, and Global Communication</td>
<td>1</td>
</tr>
<tr>
<td>MFJS 3440</td>
<td>Global &amp; Multicultural Campaigns</td>
<td>1</td>
</tr>
<tr>
<td>Electives</td>
<td>Select five courses from the following (or from the courses listed above):</td>
<td>20</td>
</tr>
</tbody>
</table>

Digital Media Studies
Strategic Communication

The strategic communication major emphasizes communication theory and practice, grounded in history and strategic planning. This major introduces students to the concepts, skills and issues associated with different types of public information campaigns and other forms of strategic messaging. Students benefit from the varied expertise of our faculty in nonprofit, international, intercultural, health, corporate, crisis and political messaging as they learn what it means to be a strategic, ethical and culturally sensitive communicator in the fields of public relations, advertising and health communication.

Bachelor of Arts Major Requirements

(183 credits required for the degree [http://bulletin.du.edu/undergraduate/undergraduateprograms/traditionalbachelorsprogram/bachelorofarts])

40 credits, including the following:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Core Courses (Required)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MFJS 2400</td>
<td>Strategic Communication Planning</td>
<td>16</td>
</tr>
<tr>
<td>MFJS 3410</td>
<td>Strategic Messaging</td>
<td></td>
</tr>
<tr>
<td>MFJS 3420</td>
<td>Strategic Communication Seminar</td>
<td></td>
</tr>
<tr>
<td>MFJS 3980</td>
<td>Internship in Mass Communication ¹</td>
<td></td>
</tr>
<tr>
<td>Law and Ethics Courses (Required)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MFJS 3040</td>
<td>Media Law</td>
<td>8</td>
</tr>
<tr>
<td>MFJS 3120</td>
<td>Media Ethics</td>
<td></td>
</tr>
<tr>
<td>Global and Multicultural Courses</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Select one of the following:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MFJS 3205</td>
<td>International &amp; Development Communication</td>
<td></td>
</tr>
<tr>
<td>MFJS 3440</td>
<td>Global &amp; Multicultural Campaigns</td>
<td></td>
</tr>
<tr>
<td>MFJS 3652</td>
<td>Culture, Gender, and Global Communication</td>
<td></td>
</tr>
<tr>
<td>MFJS 3656</td>
<td>Cross-cultural Travel Seminar: Immigration, Communication &amp; Border Cultures</td>
<td></td>
</tr>
</tbody>
</table>
### Theory or Methods Courses

Select one of the following:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>MFJS 2210</td>
<td>Introduction to Media and Culture</td>
</tr>
<tr>
<td>MFJS 2200</td>
<td>Emergent Digital Practices and Cultures</td>
</tr>
<tr>
<td>MFJS 2280</td>
<td>Politics and Media</td>
</tr>
<tr>
<td>MFJS 2290</td>
<td>Innovations in Media and Communications</td>
</tr>
<tr>
<td>MFJS 3020</td>
<td>Media Effects</td>
</tr>
<tr>
<td>MFJS 3110</td>
<td>Audience Research</td>
</tr>
<tr>
<td>MFJS 3150</td>
<td>Activist Media: A Historical Overview 1960-Present</td>
</tr>
<tr>
<td>MFJS 3160</td>
<td>Networked Journalism</td>
</tr>
<tr>
<td>MFJS 3700</td>
<td>New Media Law &amp; Regulation</td>
</tr>
</tbody>
</table>

### Writing, Design, or Production

Select two of the following:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>MFJS 2000</td>
<td>Introduction to Film Criticism</td>
</tr>
<tr>
<td>MFJS 2140</td>
<td>Newswriting &amp; Reporting</td>
</tr>
<tr>
<td>MFJS 2240</td>
<td>Online &amp; Visual Journalism</td>
</tr>
<tr>
<td>MFJS 3201</td>
<td>Digital Graphic Design</td>
</tr>
<tr>
<td>MFJS 3208</td>
<td>Narrative and Longform Journalism</td>
</tr>
<tr>
<td>MFJS 3215</td>
<td>Introduction to Field Production &amp; Editing</td>
</tr>
<tr>
<td>MFJS 3310</td>
<td>Advanced Newswriting &amp; Reporting</td>
</tr>
<tr>
<td>MFJS 3330</td>
<td>Broadcast &amp; Video Journalism</td>
</tr>
<tr>
<td>MFJS 3501</td>
<td>Web Design &amp; Content Development</td>
</tr>
<tr>
<td>MFJS 3504</td>
<td>Advanced Multimedia Storytelling and Publishing</td>
</tr>
<tr>
<td>MFJS 3655</td>
<td>Multicultural Journalism</td>
</tr>
<tr>
<td>MFJS 3852</td>
<td>Advanced Design, Layout, and Editing</td>
</tr>
</tbody>
</table>

### Interterm or Summer Courses

These courses are offered intermittently. They can be taken in lieu of MFJS 3420: Strategic Communication Seminar, or as electives toward the major.

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>MFJS 3900</td>
<td>Topics in Media Film &amp; Journalism (Topics: Crisis Communications or Special Events Planning)</td>
</tr>
</tbody>
</table>

Total Credits: 40

1. Only four credits of internship may be applied toward the first 40 credits required for the major. An additional four credits of internship may be applied beyond the 40-credit minimum.

### Requirements for Distinction in the Major in Film Studies and Production

For distinction in the Film Studies and Projection major, a student must have a 3.75 cumulative GPA and a 3.8 GPA in the major.

### Requirements for Distinction in the Major in Journalism Studies

For distinction in the Journalism Studies major, a student must have a 3.75 cumulative GPA and a 3.8 GPA in the major.

### Requirements for Distinction in the Major in Media Studies

For distinction in the Media Studies major, a student must have a 3.75 cumulative GPA and a 3.8 GPA in the major.

### Requirements for Distinction in the Major in Strategic Communication

For distinction in the Strategic Communication major, a student must have a 3.75 cumulative GPA and a 3.8 GPA in the major.

### 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 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 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 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 Data Journalism (4 Credits)
We swim in a world of data - from election results, budgets and census reports, to Facebook updates and image uploads. Journalists need to know how to find stories in data and shape them in compelling ways. This hands-on course teaches reporters and editors to gather, analyze, and visualize interactive data-driven stories. This emerging discipline touches on information and interactivity design, mapping, graphing, animation tools, and data analysis. You are expected to think like a journalist by evaluating data critically and applying what you learn to news stories, information graphics or web applications. Familiarity with HTML/CSS is helpful, but not required. This is not a course in coding, but programmers of all skill levels are welcome.

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 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 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 2008.

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 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 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 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 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 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 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 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 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)