COMMUNICATION AND MEDIA STUDIES

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The Department of Communication and Media Studies (CMS) offers two graduate degrees: Master of Arts in Communication and Master of Arts in Film and Television Production.

Master of Arts in Communication (MACOMM) is a 36 credit program with three certificate options in Corporate Communications/Public Relations (CCPR), Digital Multimedia Journalism (DMJ), and Digital Multimedia Production (DMP). The required courses in theories, methods, and ethics will lay the conceptual and technical foundation for the applied learning sequence of multimedia production courses. These courses, in turn, prepare the student for internships and the capstone mentorship experience, which culminates in the creation of a digital portfolio (or digifolio) of the student’s work. By the completion of the degree, students will have compiled a portfolio of materials that demonstrates advanced skill sets for their respective job sectors. MACOMM students’ productions are also consistently distributed, broadcast, and/or published through various media outlets while they are completing their multimedia production, internship, and mentorship coursework. MACOMM students acquire the social, artistic, and technical skills necessary to create substantive and professional multimedia communication projects, presentations, and artifacts. Students gain the necessary skills to succeed in a professional context, including effective communication and time management, teamwork and problem solving; and planning, organizing and leading in a professional context. The MACOMM students learn with industry-standard digital technologies and software used to produce and distribute multimedia content. In addition, students developed a theoretical, historical and practical understanding of the relationship of media to democracy and society, and the profound ethical and social responsibilities that come with being a professional communicator.

GOALS AND OBJECTIVES
Corporate Communication and PR students will learn how to plan, create, and distribute multimedia productions within organizations and to the public or consumers. CCPR gives students interested in working in a corporate or non-profit environment the professional multimedia skills that are increasingly attractive to a wide range of employers in a competitive job market and in the 21st century workplace. The focus of the Digital Media Journalism concentration will be on updating the skill sets of practicing journalists while also training aspiring journalists to be a one-person crew and “all platform” news producers in the post-print digital era. The post-print journalism era provides new opportunities for news producers and new media journalists trained in the latest technologies and multimedia techniques. The Digital Multimedia Production option will allow students to gain advanced production skills by completing a broader range of projects than the CCPR and DMJ counterparts. DMP students retain a more general focus, or in close consultation with their faculty advisor, can tailor their production work to concentrate on sport/athletic communication, advertising and promotional multimedia production, or digital filmmaking.

ADMISSION REQUIREMENTS
A bachelor’s degree from an accredited institution and official transcripts from all undergraduate institutions attended are required. A one-page personal statement describing career goals and reasons for interest in the program, along with two letters of recommendation and a professional résumé are also required.
No previous media production experience or communications coursework is required to complete the MACOMM Program. Accepted students will take an online pre-assessment survey and the appropriate MACOMM training workshops will be offered to ensure that all students have the necessary technical skills to begin the program.

DEGREE REQUIREMENTS
There are foundational courses in theories, methods, and ethics; a sequence of multimedia production courses; required internships; and a capstone portfolio project completed in close consultation with a faculty mentor or a MACOMM-partnered professional mentor from the student’s field of interest.

Macomm Required Courses (21 Credits)
CM 501 Media, Culture, and Communication
CM 502 Professional Communication in the Digital Age
CM 503 Media Ethics in a Professional Context
CM 517 Multimedia Production I
CM 518 Multimedia Production II
CM 617 Advanced Multimedia Production
CM 627 Capstone in Communication
One Elective

Macomm Concentrations (12 Credits)
Corporate Communications & Public Relations (CCPR)
Digital/Multimedia Journalism (DMJ)
Digital/Multimedia Production (DMP)
CM 696 Internship I
CM 697 Internship II
CM 698 Digital Portfolio & Mentorship I
CM 699 Digital Portfolio & Mentorship II

Communication Certificates
In addition to the full Master’s degree, the MACOMM program also offers three 12-credit Graduate Certificates consisting of CM 501, CM 502, CM 517 and an internship and portfolio mentorship in the certificate’s area of concentration. Courses taken as part of a Certificate may be applied to the full MACOMM degree upon admission to the degree program.

Master of Arts in Film and Television Production
(FTMA) is a 36 credit program offered at SHU’s Stamford Graduate Center at Landmark Square. FTMA students acquire the artistic and technical skills necessary to create substantive and professional film and television productions or artifacts using the latest digital technologies, equipment and software. Students will develop a theoretical, aesthetic, and historical understanding of film and television as narrative media and as industries. Students will learn all of the aspects of film and television production from narrative, screenwriting, cinematography, editing, lighting, and post-production, to directing, producing, marketing and distribution. The degree has a professional focus and a pedagogical approach through which students “learn by doing” in hands-on courses that produce real-world projects and are taught by established film and television scholars and industry professionals. The FTMA Program will provide the education necessary for students to compete nationally for jobs in film and television, and to join the region’s thriving film and television production industry. Each FTMA student will leave with a portfolio of professional artifacts in her or his area of concentration (film or television).

Our goal is to inspire and empower students to find their independent, artistic and intellectual visions by creating their own content. Students immerse themselves in the form and techniques of film, television, and
transmedia storytelling. FTMA offers small class sizes centered on in-class lectures, workshops and hands-on productions. Every student works closely with a mentor or industry professional, who also serves as that student’s artistic and academic advisor for the entire year-long program.

Students tailor their professional skills based on their individualized goals while our faculty guides them toward completing meaningful projects and developing professional partnerships. FTMA students complete the one-year program with real work experience and a finished professional reel ready for the job market.

GOALS AND OBJECTIVES
Specific learning goals and objectives for students in the MA in Film and Television Production Program include:

• Acquiring the social, artistic, and technical skills necessary to create substantive and professional film and television productions or artifacts.

• Acquiring the skills necessary to succeed in today’s job market and work environment, including effective communication and time management, teamwork and problem solving; and planning, organizing and leading in a professional context.

• Becoming proficient in the use of the industry-standard digital technologies, equipment and software used to produce and distribute professional film and television content.

• Developing a theoretical, historical and practical understanding of the social and ethical dimensions of the film and television as storytelling media and modes of communication.

• Understanding the economics and structure of the film and television industries, from the production process through distribution.

ADMISSION REQUIREMENTS
A bachelor’s degree from an accredited institution and official transcripts from all undergraduate institutions attended are required. A personal statement describing career goals and reasons for interest in the program, along with a short creative writing sample, two letters of recommendation and a professional résumé are also required.

DEGREE REQUIREMENTS
There are foundational course in theories and methods, a sequence of advanced production courses, an internship, and a capstone portfolio project completed in close consultation with a faculty mentor or an FTMA-partnered professional mentor from the student’s field of interest.

FTMA REQUIRED COURSES (36 CREDITS)

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Course Descriptions for MACOMM

CM 501 Media, Culture, and Communication
3 CH
An advanced survey of media history, theory, and analysis that examines the impact of communication technologies on U.S. society and global media culture. It also offers an overview of the development of the major media industries and professions, with a particular focus on journalism and public relations.

CM 502 Professional Communication in the Digital Age
3 CH
Students learn the techniques of effective communication within organizational and professional contexts. Students acquire the methods necessary to communicate effectively between organizations and a variety of consumers and publics. The course uses the professions of public relations and journalism as its two comparative case studies. Special attention is given to the ways in which digital media and communication technologies (e.g., social networking, Web-based multimedia, blogging/vlogging, mobile Internet) are used by professional communicators in these fields.

CM 503 Media Ethics in a Professional Context
3 CH
Examination of ethical issues in both journalism and public relations through the use of guidelines established by the Society of Professional Journalists (SPJ) and the Public Relations Society of America (PRSA). Students will become familiar with ethical foundations and perspectives and apply those principles using case studies.

CM 517 Multimedia Production
3 CH
A multimedia production course that teaches students the tools and skills necessary to produce and manage digital content in the contemporary communication environment. In CM517 students design and develop regularly updated online content. Students will learn image creation and manipulation, document design, and techniques of publication and distribution as they engage with the world of digital communications.

CM 518 Multimedia Production II
3 CH
A multimedia production course that is focused on delivering to students the tools and skills necessary to produce and manage digital content in the contemporary communications environment. The primary focus of this course is the production of video-based stories and projects. Students will develop, write, shoot, and edit productions in HD video. Projects will include both the construction of original stories and the coverage of live events. In this course, students will learn lighting, sound, cinematography and editing, as they engage with the world of digital communications.

CM 599 Special Topics in Communication
3 CH
An advanced course in the theory and history of communication and media. CM599 integrates significant production assignments as part of MACOMM’s commitment to applied learning. Topics are chosen based on the interests of the MACOMM cohort and in response to changes in the communication and media environment.

CM 600 Special Topics in Multimedia Production
3 CH
An advanced course in media production. Topics are chosen based on the interests of the MACOMM cohort and in response to changes in the communication and media environment.
environment.

**CM 617 Advanced Multimedia Production**  
3 CH  
Building on the tools and experiences gained in Multimedia Production I and II, students in Advanced Multimedia Production refine and master their multimedia production skills. In this practicum-based class, projects will include still and moving image creation and manipulation, and the design and management of web-based platforms to display these sounds and images. Advanced Multimedia Production centers on the creation, organization, and distribution of media artifacts in the service of digital communications.

**CM 627 Capstone in Communication**  
3 CH  
An advanced course tailored to students’ areas of interest in the communication field. The focus of the class is on acquiring skill sets specific to students’ career interests and the latest developments within the industry.

**CM 696-7 Internship I and II**  
3 CH each  
Prerequisites: Completed 6 credits with 3.0 GPA; internship application must be approved by MACOMM Director.  
Faculty supervised placement with professional media outlet or communications company in student’s area of interest.

**CM 698-9 Digital Portfolio & Mentorship I and II**  
3 CH each  
Prerequisites: Completed 24 credits; mentorship agreement must be approved by MACOMM Director.  
Offers qualified students a supervised mentorship experience with a working professional or faculty member in the student’s area of interest. Students are required to deliver public presentations of their completed portfolios.

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**Course Descriptions for FTMA**

**CM 505 The Art of Storytelling in Film & Television**  
3 CH  
Examines theories of narrative and explores the historical development of narrative in film and television. Film and television narratives will be grounded historically in relation to other media and storytelling traditions.

**CM 515-615 Directing for Film & Television I and II**  
3 CH each  
In Directing I students explore the grammatical rules, stylistic techniques, and narrative elements of cinematic and televisual storytelling by completing short, non-dialogue exercises and two sound exercises shot and edited in video. In Directing II, students direct a screenplay or script developed by a different student. Students will gain an a firm understanding of “the director’s work” on script, floor plans, staging, camera, and storyboards.

**CM 525-625 Writing for Film & Television I and II**  
3 CH each  
Students complete several short screenplays or scripts during the first semester and complete a feature screenplay or a television pilot or spec script during the second semester. Topics include dramatic theory, narrative structure, characterization, dialogue, adaptation and the unique demands of the specific media, as well as pragmatic matters of format and the marketplace.

**CM 535 Producing for Film & Television I**  
3 CH  
Students learn all major aspects of line producing. Students will create a script breakdown and budget for the project they will produce by using industry standard software. Students will learn the business of film and television distribution, including...
legal and financial aspects, managing the creative team, and marketing strategies.

**CM 594-694 Capstone in Film Production I and II**
3 CH each
Students work collaboratively on each other’s projects, while also completing an individualized film or television capstone project. Students will be given the opportunity to focus on their desired area of specialization (e.g. screenwriting, producing, directing, cinematography, post-production).

**CM 595-695 Capstone in Television Production I and II**
3 CH each
Students work collaboratively on each other’s projects, while also completing an individualized film or television capstone project. Students will be given the opportunity to focus on their desired area of specialization (e.g. screenwriting, producing, directing, cinematography, post-production).

**CM 620 Special Topics in Film & Television Studies**
3 CH
Special topics course focusing on a particular historical, theoretical, and/or methodological area or subject within film and television studies. Courses capitalize on timely topics and a faculty member’s particular expertise. Course title is shown on the student’s transcript.

**CM 621 Special Topics in Film & Television Production**
3 CH
Special topics course focusing on a particular genre or area of production or post-production. Courses capitalize on timely topics and a faculty member’s particular expertise. Course title is shown on the student’s transcript.

**CM 635 Commercial and Promotional Production**
3 CH
An advanced companion course to CM535, students apply the following practices in commercial and promotional contexts: script breakdowns, budget creation, production agreements, DP reel selection, crew hiring, location and tech scouting, SAG paperwork, and permissions and permits. Legal and ethical issues in relation to producing, shooting ratio, set protocols, shot lists and scheduling are also covered.

**CM 698-699 Digital Portfolio & Mentorship I and II**
3 CH each
Offers students a supervised internship and mentorship experience with a working professional or faculty member in the student’s area of interest. By the conclusion of the 6-credit sequence, students will have completed their portfolios.