COMMUNICATION AND MEDIA STUDIES

The Department of Communication and Media Studies (CMS) combines the social and cultural analysis of media and communication technologies with media production, including digital video, broadcast and print journalism, television, radio, photography, advertising, public relations and digital multimedia. The CMS curriculum is interdisciplinary by nature and international in scope, blending theory and practice, the historical and the contemporary and the mainstream with the alternative.

The department offers three undergraduate majors, Communication Studies (CS), Digital Communication (DC) and Media Arts (MA), with the CS major divided into two concentrations: Advertising Media/Public Relations and Sports Media and the MA major divided into two concentrations: Film, Television and Media and Journalism. All three majors explore everything from broadcasting, filmmaking and journalism to advertising, public relations, web design and digital and multimedia production. The department gives all of its students immediate access to the latest technology and software in order to prepare them for the career path they choose within the media or communication industries or in another field.

Our overall goal is to produce responsible media scholars, consumers and communication professionals who 1) analyze the social effect, moral substance and aesthetic value of the media and 2) learn the social and creative skills involved in the conception, shaping and execution of their own media/communication projects and career paths.

Faculty

JOSEPH ALICASTRO, B.S.
Clinical Instructor

LORI BINDIG, PH.D.
Assistant Professor

JAMES CASTONGUAY, PH.D.
Professor

DEBBIE DANOWSKI, PH.D.
Associate Professor, Chair

RICHARD FALCO, B.A.
Clinical Instructor

GREGORY GOLDA, M.ED.
Clinical Instructor

SIDNEY GOTTlieB, PH.D.
Professor

JUSTIN LIBERMAN, M.F.A.
Clinical Instructor

ANDREW MILLER, PH.D.
Associate Professor

DAMON MAULucci, M.F.A.
Visiting Assistant Professor

PAUL PABST, B.A.
Instructor

SARA ROSS, PH.D.
Associate Professor

BRIAN THORNE, B.S.
Instructor
Media Studies Facilities
The CMS facilities include a studio for beginning and advanced HD television production courses and the state-of-the-art Hubert J. Schlafley, Jr. Digital Media Lab equipped with high-end multimedia workstations running the most up-to-date programs including Apple’s Final Cut Studio and Adobe’s Creative Suite software. Our large inventory of production equipment ensures that as soon as students declare their major they have consistent access to the latest tools and software for their projects and gain the skills and knowledge necessary for successful careers in the media and communication industries.

Major in Communication Studies
The Communication Studies major (CS), with concentrations in Advertising Media/Public Relations and Sports Media, is a distinct major that moves SHU students through a unique educational pathway. With its emphasis on media production and the cultural and the critical interrogation of the media, the CS major produces graduates who are ethically aware content creators across multiple media platforms. CS majors are socially responsible 21st century digital citizens who explore the intersection of media and culture and specifically the role of sports, advertising and public relations in society. As part of this major, students produce in-depth presentations, campaigns and written work in addition to finishing with a capstone project that showcases both their production skills and their critical thinking ability.

Communication Studies majors acquire the knowledge and technical skill to pursue careers in public relations, advertising and sports media and develop a theoretical, aesthetic and historical understanding of the professional communication field.

The major in Communication Studies consists of 48 credit hours, including 10 required courses and 18 elective credits. Students may choose either the Advertising Media/Public Relations concentration of the Sports Media concentration as follows:

REQUIRED COURSES FOR MAJOR IN COMMUNICATION STUDIES
CM 101 Introduction to Media Culture
CM 102 Introduction to Media Production
CM 230 Digital Publications
CM 258 Social Media and Viral Campaigns
CM 301 Senior Seminar in Communication
CM 397 Senior Project I
CM 398 Senior Project II

REQUIRED COURSES FOR ADVERTISING MEDIA/PUBLIC RELATIONS CONCENTRATION
CM 126 History of Advertising & Public Relations
CM 227 Advertising & Public Relations; Practical Applications
CM 211 News Writing and Reporting I
or
CM 256 Magazines & Body Image
or
CM 257 Women & Advertising

REQUIRED COURSES FOR SPORTS MEDIA CONCENTRATION
CM 252 Sport, Culture and the Media
CM 272 Sports Broadcasting I
CM 211 News Writing and Reporting I
or
CM 271 TV News Magazine Production
or
CM 300 Multimedia Sports Journalism

In addition, six CMS electives are required of all Communication Studies Majors. Three of these must be in media production courses and three must be in media history or theory.
PRODUCTION (CHOOSE THREE)
CM 221 - 321 Digital Film & Video Production I, II
CM 222 - 322 Television Studio Production I, II
CM 223 Digital Photography I
CM 224 Democratic Technologies
CM 225 Multimedia Field Production
CM 226 - 326 Magazine Publication Production I, II
CM 227 Advertising & Public Relations; Practical Applications
CM 228 Radio Production-Journalism/Podcasting
CM 229 Photojournalism
CM 241 Comics & Animation
CM 271 TV News Magazine Production
CM 272 - 372 Sports Broadcasting I, II
CM 273 Television & New Media Journalism
CM 275 DVD Authoring
CM 276 Digital Editing
CM 277 Screenwriting
CM 278 Multimedia Outreach
CM 300 Special Topics in Multimedia Production
CM 311 News Writing and Reporting II
CM 323 Digital Photography
CM 325 Visual Effects & Motion Graphics
CM 396 Internship

CM 253 Digital Culture
CM 254 Media and Democracy
CM 255 History of Documentary Still Photography
CM 256 Magazines & Body Image
CM 257 Women & Advertising
CM 299 Special Topics in Communication & Media Studies
CM 351 Women in Film & Television
CM 352 Documentary Film/Television
CM 353 National Cinemas
CM 354 Film & Television Genres
CM 355 Film & Television Directors

HISTORY AND THEORY (CHOOSE THREE)
CM 121 History of Film I
CM 122 History of Film II
CM 123 History of Film III
CM 124 History of Broadcasting
CM 125 History of Journalism
CM 126 History of Advertising & Public Relations
CM 212 Media Literacy
CM 251 Studies in Self Help Books

CM 351 History of Advertising & PR
CM 227 Advertising & PR, Practical Applications
One of the following:
CM 230 Digital Publications
CM 257 Women and Advertising
CM 258 Social Media and Viral Campaigns
One CMS Elective

Minor in Advertising Media/Public Relations
CM 101 Intro to Media Culture
CM 102 Intro to Media Production
CM 126 History of Advertising & PR
CM 227 Advertising & PR, Practical Applications
One of the following:
CM 230 Digital Publications
CM 257 Women and Advertising
CM 258 Social Media and Viral Campaigns

Minor in Sports Media
CM 101 Intro to Media Culture
CM 102 Intro to Media Production
CM 252 Sport, Culture, and Media
CM 272 Sports Broadcasting I
One of the following:
CM 230 Digital Publications
CM 258 Social Media and Viral Campaigns
CM 274    Sports Journalism

One CMS Elective

**Major in Digital Communication**

Digital Communication (DC) is an interdisciplinary major housed in the Department of Communication and Media Studies and supported by courses offered through Computer Science and Information Technology, Art and Design and CMS. The program is directed towards students who wish to become leaders in creating the communication environment of the future and to those interested in the broader implications of understanding the theory as well as the practice of communication and technology. This is a program for those who understand that communication and technology are the unifying forces in the world, that cyberspace represents the marriage of humanism and technology and that liberal arts and technology constantly are not mutually exclusive terms.

The major in Digital Communication consists of 42 credit hours, including 12 required courses and 6 elective credits. In addition, CS100 must be taken as part of the elective core. For DC majors CM 101 is a prerequisite for all other courses in the major.

**REQUIRED COURSES**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
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<tbody>
<tr>
<td>CS 101</td>
<td>Web Design and Visual Tools</td>
</tr>
<tr>
<td>CS 104</td>
<td>Digital Animation and Gaming</td>
</tr>
<tr>
<td>CS 232</td>
<td>Human-Computer Interaction</td>
</tr>
<tr>
<td>CS 319</td>
<td>Computer Ethics</td>
</tr>
<tr>
<td>CM 101</td>
<td>Introduction to Media Culture</td>
</tr>
<tr>
<td>CM 102</td>
<td>Introduction to Media Production</td>
</tr>
<tr>
<td>CM 215</td>
<td>Technical Communications</td>
</tr>
<tr>
<td>CM 224</td>
<td>Democratic Technologies</td>
</tr>
<tr>
<td>CM 253</td>
<td>Digital Culture</td>
</tr>
<tr>
<td>CM 254</td>
<td>Media and Democracy</td>
</tr>
<tr>
<td>CM 397</td>
<td>Senior Project I</td>
</tr>
</tbody>
</table>

**ELECTIVE COURSES**

Students are required to take an additional six credits of required course work and most students select these courses from the departments of Art and Design, Computer Science and/or Communication and Media Studies. DC Majors may venture into other departments for these required electives, but in all cases courses must be approved in writing by the program director. Possible course selections include:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
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</thead>
<tbody>
<tr>
<td>AR 114</td>
<td>Digital Design Basics</td>
</tr>
<tr>
<td>AR 211</td>
<td>Graphic Design I</td>
</tr>
<tr>
<td>CM 124</td>
<td>History of Broadcasting</td>
</tr>
<tr>
<td>CM 126</td>
<td>History of Advertising &amp; Public Relations</td>
</tr>
<tr>
<td>CM 221</td>
<td>Digital Film &amp; Video Production I</td>
</tr>
<tr>
<td>CM 225</td>
<td>Multimedia Field Production</td>
</tr>
<tr>
<td>CM 227</td>
<td>Advertising and Public Relations; Practical Applications</td>
</tr>
<tr>
<td>CM 251</td>
<td>Studies in Self Help Books</td>
</tr>
<tr>
<td>CM 256</td>
<td>Magazines &amp; Body Image</td>
</tr>
<tr>
<td>CM 299</td>
<td>Special Topics in Communication &amp; Media Studies</td>
</tr>
<tr>
<td>CM 300</td>
<td>Special Topics in Multimedia Production</td>
</tr>
<tr>
<td>PH 256</td>
<td>Philosophy of Technology</td>
</tr>
<tr>
<td>SO 257</td>
<td>Science, Technology and Society</td>
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</tbody>
</table>

**Minor in Digital Communication**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
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<tbody>
<tr>
<td>CM 101</td>
<td>Intro to Media Culture</td>
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<tr>
<td>CM 102</td>
<td>Intro to Media Production</td>
</tr>
<tr>
<td>CS 101</td>
<td>Web Design and Visual Tools</td>
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<tr>
<td>CS 104</td>
<td>Digital Animation and Gaming</td>
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<td>CS 232</td>
<td>Human Computer Interaction</td>
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<tr>
<td>CM 253</td>
<td>Digital Culture</td>
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One of the following:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
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<tbody>
<tr>
<td>CM 253</td>
<td>Digital Culture</td>
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</tbody>
</table>
CM 254  Media and Democracy
CM 258  Social Media and Viral Campaigns

Major in Media Arts

Students majoring in Media Arts have the choice of two concentrations: Film, Television and Media (FTM) or Journalism. Media Arts majors concentrating in FTM are required to take courses relevant to their area of study with a particular emphasis on the moving image, while those concentrating in Journalism will take courses focusing on written and multimedia journalism. These academic paths, however, are meant to be enriching rather than confining. The Department of Communication and Media Studies understands that our field engages with a constantly changing media landscape and we are committed to giving our students ample room within the major to choose their own path.

The MA major requires the completion of 48 credits as follows:

REQUIRED COURSES FOR ALL MAJORS
CM 101  Introduction to Media Culture
CM 102  Introduction to Media Production
CM 301  Senior Seminar in Communication
CM 397  Senior Project I
CM 398  Senior Project II

REQUIRED COURSES FOR FILM, TELEVISION AND MEDIA CONCENTRATION
CM 121  History of Film I
CM 122  History of Film II
CM 123  History of Film III
CM 124  History of Broadcasting
CM 201  Art of the Moving Image
CM 212  Media Literacy

REQUIRED COURSES FOR JOURNALISM CONCENTRATION
CM 124  History of Broadcasting
CM 125  History of Journalism
CM 126  History of Advertising & Public Relations
CM 211  News Writing and Reporting
CM 226  Magazine Production I
CM 229  Photojournalism
CM 271  TV News Magazine Production

In addition, eight CMS electives are required of all Media Arts majors. Three of these must be in media production courses and three must be in media history or theory. The two additional electives may be in history and theory or production.

PRODUCTION (CHOOSE THREE)
CM 221 - 321 Digital Film & Video Production I, II
CM 222 - 322 Television Studio Production I, II
CM 223  Digital Photography I
CM 224  Democratic Technologies
CM 225  Multimedia Field Production
CM 226 - 326 Magazine Production I, II
CM 227  Advertising and Public Relations; Practical Applications
CM 228  Radio Production - Journalism/ Podcasting
CM 229  Photojournalism
CM 241  Comics & Animation
CM 271  TV News Magazine Production
CM 272 - 372 Sports Broadcasting I, II
CM 273  Television & New Media Journalism
CM 275  DVD Authoring
CM 276  Digital Editing
CM 277  Screenwriting
<table>
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<tr>
<th>Course</th>
<th>Title</th>
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<tbody>
<tr>
<td>CM 278</td>
<td>Multimedia Outreach</td>
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<tr>
<td>CM 300</td>
<td>Special Topics in Multimedia Production</td>
</tr>
<tr>
<td>CM 311</td>
<td>News Writing and Reporting II</td>
</tr>
<tr>
<td>CM 323</td>
<td>Digital Photography II</td>
</tr>
<tr>
<td>CM 325</td>
<td>Visual Effects &amp; Motion Graphics</td>
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<tr>
<td>CM 396</td>
<td>Internship</td>
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**HISTORY AND THEORY (CHOOSE THREE)**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
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<tbody>
<tr>
<td>CM 121</td>
<td>History of Film I</td>
</tr>
<tr>
<td>CM 122</td>
<td>History of Film II</td>
</tr>
<tr>
<td>CM 123</td>
<td>History of Film III</td>
</tr>
<tr>
<td>CM 124</td>
<td>History of Broadcasting</td>
</tr>
<tr>
<td>CM 125</td>
<td>History of Journalism</td>
</tr>
<tr>
<td>CM 126</td>
<td>History of Advertising &amp; Public Relations</td>
</tr>
<tr>
<td>CM 212</td>
<td>Media Literacy</td>
</tr>
<tr>
<td>CM 251</td>
<td>Studies in Self Help Books</td>
</tr>
<tr>
<td>CM 253</td>
<td>Digital Culture</td>
</tr>
<tr>
<td>CM 254</td>
<td>Media and Democracy</td>
</tr>
<tr>
<td>CM 255</td>
<td>History of Documentary Still Photography</td>
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<tr>
<td>CM 256</td>
<td>Magazines &amp; Body Image</td>
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<tr>
<td>CM 257</td>
<td>Women &amp; Advertising</td>
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<tr>
<td>CM 299</td>
<td>Special Topics in Communication &amp; Media Studies</td>
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<tr>
<td>CM 351</td>
<td>Women in Film &amp; Television</td>
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<tr>
<td>CM 352</td>
<td>Documentary Film/Television</td>
</tr>
<tr>
<td>CM 353</td>
<td>National Cinemas</td>
</tr>
<tr>
<td>CM 354</td>
<td>Film &amp; Television Genres</td>
</tr>
<tr>
<td>CM 355</td>
<td>Film &amp; Television Directors</td>
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<tr>
<td>Elec.</td>
<td>Two additional courses in History and Theory or Production</td>
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</tbody>
</table>

A Media Studies advisor may prescribe and approve alternatives.

**Minor in Film, Television and Media**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
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<tbody>
<tr>
<td>CM 101</td>
<td>Intro to Media Culture</td>
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<tr>
<td>CM 102</td>
<td>Intro to Media Production</td>
</tr>
<tr>
<td>CM 201</td>
<td>Art of the Moving Image</td>
</tr>
<tr>
<td>CM 212</td>
<td>Media Literacy</td>
</tr>
</tbody>
</table>

One of the following:

- CM 121 History of Film I
- CM 122 History of Film II
- CM 123 History of Film III
- CM 124 History of Broadcasting

One CMS Elective

**Minor in Journalism**

<table>
<thead>
<tr>
<th>Course</th>
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<tbody>
<tr>
<td>CM 101</td>
<td>Intro to Media Culture</td>
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<tr>
<td>CM 102</td>
<td>Intro to Media Production</td>
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<tr>
<td>CM 125</td>
<td>History of Journalism</td>
</tr>
<tr>
<td>CM 211</td>
<td>News Writing &amp; Reporting I</td>
</tr>
</tbody>
</table>

One of the following:

- CM 226 Magazine Production
- CM 229 Photo Journalism
- CM 271 TV News Magazine Production I

One CMS Elective

**Associate in Arts General Studies**

**EMPHASIS REQUIREMENTS (15 CREDITS)**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
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<tbody>
<tr>
<td>CM 101</td>
<td>Introduction to Media Culture</td>
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<tr>
<td>CM 201 or</td>
<td>Art of the Moving Image</td>
</tr>
<tr>
<td>CM 301</td>
<td>Senior Seminar in Communication</td>
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</tbody>
</table>

Elec. One Production course
Elec. Two Media Studies electives
Course Descriptions

†Elective Core Course

†CM 101 Introduction to Media Culture
3 CR
Introduction to media technology, examining the impact of radio, television, newspapers, still photography, film and the computer on the human condition. Trains the student to be a perceptive consumer of contemporary mass media by exploring how each medium codifies reality. Readings, screenings and written assignments required.

CM 102 Introduction to Media Production
3 CR
Introduction to a wide ranging study of multimedia production. Students will learn audio and video production techniques and create media for on-line distribution.

†CM 121 History of Film I
3 CR
Introduction to the historical development of filmmaking from 1895 to 1945, highlighting the evolution of the film as a means of expression. Films from the past are shown at each class meeting followed by a discussion of several aspects of the film.

CM 122 History of Film II
3 CR
History of the Motion Picture II covers from 1945 to 1975, including extensive screening of classic films. Readings, screenings and written assignments required. May be taken out of sequence.

CM 123 History of Film III
3 CR
This course covers the history of motion pictures from 1975 to the present, including extensive screening of classic and contemporary films. Readings, screenings and written assignments required. May be taken out of sequence.

CM 124 History of Broadcasting
3 CR
Explores the history of radio and television broadcasting, including financing of research, technological developments, regulation, structure of genres, the social context and values of programs, legal and political implications of national and international broadcasting and the effect on cultural identity and national sovereignty.

†CM 125 History of Journalism
3 CR
Investigates the social history of American journalism from the penny press to the World Wide Web, including technological developments in news gathering and delivery, regulation and consolidation of the press, social and political implications of coverage, effects of changes in literacy and society, comparisons with other models and trends toward globalization.

†CM 126 History of Advertising & Public Relations
3 CR
Provides a critical overview of the history, purpose and various methods related to advertising and public relations. Students analyze the semantic and syntactic properties of ads and public relations campaigns from the consumer point of view with special emphasis on how they communicate persuasively. Readings, screenings and written assignments required.

†CM 201 Art of the Moving Image
3 CR
A study of the language of moving pictures. Unlike the linear sequence of speech and the written word, moving pictures create a simultaneity of sensory perception. Through an intensive study of experimental and feature films, this course explores the nature of the moving images and how they are organized to create a whole.
Prerequisite: CM MS 101
CM 211 News Writing and Reporting I
3 CR
An introduction to basic news writing and journalistic reporting principles. Concepts of journalism provide a format for an analysis of the news media and the responsibilities of a journalist in today’s society. Workshop sessions utilize the concepts in practical work.
Prerequisites: EN 110 and CM MS 101

CM 212 Media Literacy
3 CR
This course expands on CM 101 with extensive examination of theories of media effects on behavior, values and social/political structures, with an emphasis on contemporary media and the consequences of the shift to an online digital environment.

CM 215 Technical Communications I
3 CR
Introduces the most important elements of communications in the professional world of technology and newer media. Students study common types of reports and learn fundamental techniques for preparing reports, final copy and web page content.
Prerequisites: EN 110, CT 101

CM 221 - 321 Digital Film & Video Production I, II
3 CR each
An introduction to the basic techniques of cinematic composition and editing. Presents the basic administrative and aesthetic aspects of filmmaking.
Prerequisite: CM 101

CM 222 - 322 Television Studio Production I, II
3 CR
An introduction to multi-camera studio production.

CM 223 - 323 Digital Photography I, II
3 CR each
First semester is an introduction to the fundamentals of digital photography. Topics include camera care and handling; visual literacy; composition; the nature of light, color, portraiture and experimental photography. Second semester is built around advanced techniques in digital production. Critical discussions on the photography of major artists supplements the practical work. A digital camera with manual operative is required. Students are responsible for processing costs.
Prerequisite: CM 101

CM 224 Democratic Technologies
3 CR
Focuses on the creative use of technologies available to the American consumer. Instruction in alternative audio and visual production encourages students to express themselves and distribute media content using available consumer and public access technologies. Laptop computers are required to digitize audio and visual projects and for Internet research.
Prerequisite: CM 101

CM 225 Multimedia Field Production
1–3 CR
An opportunity for outstanding Media Studies majors to assist in the planning and production of media projects contracted by Sacred Heart University or by outside agencies. By permission of the chairperson of the faculty of Communication Studies. Offered only when appropriate projects are available. Consult the current course schedule for available topics and required prerequisites.
Prerequisite: CM 101

CM 226 - 326 Magazine Production I, II
3 CR
Overview of the entire process of magazine publication. Topics include history, theory
CM 227 Advertising & Public Relations; Practical Applications
3 CR
Applies various theories of advertising and public relations to specific practical problems in the commercial and nonprofit world. Students experiment with form and style by producing advertising and public relations campaigns for new products, public service projects and/or political candidates in several different media.
Prerequisite: CM 101

CM 228 Radio Production-Journalism/ Podcasting
3 CR each
An introduction to basic radio production. Students prepare for the FCC third-class license, learn the audio control board and develop concepts of radio broadcasting. Because WSHU is integrated into the courses as a laboratory and program outlet, students are required to function as staff members.
Prerequisite: CM MS 101

CM 229 Photojournalism
3 CR
Students develop skills and insights necessary to document strong visual images and use those images to create a photo essay. Course encompasses preparation, research, taking photographs and editing, as well as examining the changing digital world, magazine work & publishing and the business of photography.

CM 230 Digital Publications
3 CR
As media scholars and professionals it is important to understand the theoretical and practical processes of technology in our field. This course is designed to explore the fundamentals of graphic design for media publications. In the first portion of the class students will explore the foundations of visual culture and literacy as well as the key elements of the design process for public relations and advertising. In the second portion of the class, students will be introduced to the techniques of creating a variety of visual materials using Adobe InDesign software. Although students will spend time using the InDesign software, the primary emphasis is on design for public relations and advertising. Throughout the entire semester students will be expected to create their own original project portfolio pieces. Thus this class is a combination of lecture and lab.

CM 241 Comics & Animation
3 CR
A fast-paced survey of the history and theory behind comics, comic books and animation. Creative projects teach the methods of creating sequential art and animation from paper to CGI.

CM 251 Studies in Self Help Books
3 CR
In this course, students will analyze a self-help book of their choice through journal writing exercises outlined in their chosen text. Drawing on research in the field, students will evaluate the effectiveness of their chosen text.

CM 252 Sport, Culture and the Media
3 CR
Sporting culture impacts the American public through economic and ideological institutions that structure our perceptions of the world. In contemporary society, sport is both big business and personal
recreation, and yet, despite its influence on American culture, sport remains a relatively unexplored segment of popular culture. In this class we will pay particular attention to the images and narratives of sporting media that construct representations of class, masculinity, gender and nation in and around everyday mass-mediated athletic activities. Sport, Culture and the Media is an examination of sports and media in our everyday lives.

**CM 253 Digital Culture**
3 CR
Considers digital and technologically mediated environments as “mass media” in the tradition of film, radio or television. Using a variety of approaches, including historical, sociological, economic, technological, cultural and aesthetic, the course looks at questions such as how does the Internet codify reality? How are communities both created and thwarted? What are the characteristics of the global media culture? Readings, screenings and written assignments required.
Prerequisite: CM MS 101 or CT 101

**CM 254 Media and Democracy**
3 CR
Examines the relationships between the mass media (film, television, newspapers and the Internet), the public and politics. Historical case studies analyze from ethical, economic, social, historical, aesthetic and technological perspectives how the media provide (or do not provide) a place through which people express their views as citizens in a democracy. Current media examples are also investigated. Readings, screenings and written assignments required.
Prerequisite: CM 101

**CM 255 History of Documentary Still Photography**
3 CR
The history of documentary still photography from its beginning in the 1840s through the present is studied. Focus is on analyzing the photographs, as well as the social and historical contexts in which they were made, to come to some conclusions about the nature of documentary photography. Students with photographic experience and equipment may, with the permission of the instructor, choose to do a documentary photography project instead of a final paper.

**CM 256 Magazines & Body Image**
3 CR
This class will explore body image representations portrayed in popular American magazines from a media literacy perspective. Drawing on research about media influence and instructional capabilities from such researchers as Schramm, Bandura, Comstock and Liebert.

**CM 257 Women & Advertising**
3 CR
Exploration and in depth analysis of women’s images portrayed in American advertising from a media literacy perspective, using research about the influence of advertising on women’s roles and attitudes.

**CM 258 Social Media and Viral Campaigns**
3 CR
Social media has altered how we communicate with each other. This course is comprised of four modules that will allow students to have an overall understanding of social media in our everyday lives. In the first module we will explore how social media has impacted culture as a whole while in the second module we will interrogate the role of social media in the construction of personal and professional identity. In the third module students will analyze corporate and non-profit uses of social media tools and tactics and in the fourth and final module students will execute their own social media campaign in order to demonstrate their knowledge of the course concepts. Throughout the course students will be asked to consider the ethical dilemmas put forth by social media.
technologies and the people that use them.

**CM 271 TV News Magazine Production**

3 CR  
Students develop, plan, write, edit and produce news story projects on a regular basis and contribute to the creation of The Pulse, the SHU News Magazine Show, broadcast over television and the Internet at Sacred Heart.

**CM 272-372 Sports Broadcasting I, II**  
3 CR  
Focuses on the fundamentals needed to implement a program in sports information, publicity and promotions. Preparing of news releases; writing local and hometown features; publishing programs and brochures; compiling statistical breakdowns; dealing with the local, regional and national press; and promoting specific events, teams and individuals are included.  
Prerequisites: C or better in ENG 110 and CM 101, CM 102

**CM 273 Television & New Media Journalism**  
3 CR  
A production course designed to introduce students to the techniques of electronic journalism. Students also learn to analyze and constructively criticize the process and product.  
Prerequisite: CM 101

**CM 275 DVD Authoring**  
3 CR  
An introduction to DVD multimedia production techniques. Focus is on mastering the technical elements of advanced digital video editing and DVD authoring technology and developing a familiarity with the grammar of multimedia more generally. Students develop and produce a variety of projects culminating in their own DVD portfolio.  
Prerequisite: Any other CM production course or permission of instructor

**CM 276 Digital Editing**  
3 CR  
Designed to provide training with tools necessary for editing digital audio and video. Course examines the construction of stories and messages in the digital media that surrounds us. Students will become more effective creators and consumers of media culture.

**CM 277 Screenwriting**  
3 CR  
An introduction to writing for fiction and nonfiction film and television. Topics include basic dramatic theory, narrative structure, characterization, dialogue, adaptation and the unique demands of the audio/visual media, as well as pragmatic matters of format and the marketplace.  
Prerequisites: EN 110 and CM 101

**CM 278 Multimedia Outreach**  
3 CR  
Designed for advanced students already familiar with the tools of the digital journalist, students will create and produce a professional level documentary video about a community outreach program making a difference in other people’s lives.

**CM 299 Special Topics in Communication & Media Studies**  
3 CR  
Designates new or occasional courses that may or may not become part of the department’s permanent offerings. Courses capitalize on timely topics, a faculty member’s particular interest, an experimental alternative to existing courses, etc. Course title is shown on the student’s transcript. Consult the current course schedule for available topics and required prerequisites.
CM 300 Special Topics in Multimedia Production
3 CR
New or occasional courses in advanced video production such as approaches to editing, audio recording techniques, digital storytelling or computer-aided design. Course title is shown on the student’s transcript. Consult the current course schedule for available topics and required prerequisites.

CM 301 Senior Seminar in Communication
3 CR
An interdisciplinary study of contemporary theories of mass communications. Presents an overview of the impact of mass communication by considering them as codes, symbolic systems and manipulative powers on both the conscious and subconscious levels. Reading, writing, discussion and research are required.
Prerequisites: CM 101 and Senior standing in the major

CM 311 News Writing and Reporting II
3 CR
This advanced workshop simulates a newspaper magazine publishing atmosphere. Students are assigned roles as writers or editors for individual sections to create a student news magazine as part of the newspaper staff.
Prerequisite: CM/EN 211

CM 321 Digital Film/Video Production II
3 CR
Advanced course in single-camera video production. Each student directs an original fiction or nonfiction work and provides technical support on classmates’ projects.
Prerequisite: CM 101

CM 325 Visual Effects & Motion Graphics
3 CR
Students will learn cutting edge techniques in graphic programs and develop and complete several creative projects guided by an Instructor who is an Industry professional.

CM 326 Magazine Production II
3 CR
Overview of the entire process of magazine publication. Topics include history, theory and status of contemporary publication, concept research and development of new magazines, writing and editing of articles, desktop publishing layout and design, marketing and advertising campaigns, new technologies and the future.
Prerequisite: CM 226

CM 351 Women in Film & Television
3 CR
Films are cultural artifacts. Each film contains within itself a complex social system reflecting the attitudes, values and mores of the society that produced it. This course uncovers the values that encode the function of women on screen including the images they project; roles they assume; values they encode; and relationships they establish with men, children and each other. Readings, screenings and written assignments required. Consult the current course schedule for available topics and required prerequisites.

CM 352 Documentary Film/Television
3 CR
Examines major epistemological, aesthetic and political concerns of documentary film and video. This course introduces students to a variety of documentary principles, methods and styles in order to explore a series of theoretical issues that are important to documentary production, representation and reception. Readings, screenings and written assignments required. Consult the current course schedule for available topics and required prerequisites.
CM 353 National Cinemas
3 CR
Examines a particular national cinema or moment in national cinemas (e.g., New German Cinema, French New Wave, Italian Neorealism) whose contributions to the history of cinema have been significant. Attention is given to the social and cultural context, production, distribution and reception circumstances and stylistic innovations of the different filmmaking practices. Readings, screenings and written assignments required. Consult the current course schedule for available topics and required prerequisites.

CM 354 Film & Television Genres
3 CR
A study of Individual television and forms. Emphasis on the historical development of the genre, themes and stylistics of genre, meaning of programming within a cultural context, contemporary cultural significance and contribution to the history of ideas. Readings, screenings and written assignments are required.

CM 355 Film & Television Directors
3 CR
Examines individual film directors whose contributions to the history of the cinema have been especially notable. Film and television directors are studied for their stylistic and philosophical innovations as well as for their historical place in the medium. Each semester a particular director or directors are chosen for study. Consult the current course schedule for available topics and required prerequisites.

CM 396 Internship
1–6 CR
An opportunity for qualified upper-division Media Studies majors to gain practical experience at area media/communications companies such as radio or television stations, cable companies, newspapers, magazines and public relations firms. Prerequisite: Permission of instructor and department chairperson

CM 397/398 Senior Project I, II
3 CR
The purpose of the project is threefold: to create an opportunity for a senior Media Studies student to apply creative theory to practice; to stress the interdisciplinary aspects of media communication; and to provide the student with a “portfolio” product or research project to use as a demonstration of his or her abilities. Consult the current course schedule for available topics and required prerequisites. Prerequisite: Media Studies Senior standing

CM 399 Independent Study
1–3 CR
Work on a special topic or production to be arranged with an instructor who will direct the work. Permission of the chairperson of the faculty of Communication Studies is granted to qualified Media Studies majors on the basis of a written prospectus. Consult the current course schedule for available topics and required prerequisites.

Course Descriptions for Interdisciplinary Courses in Digital Communication Major

CS 101 Web Design and Visual Tools
3 CR
This course aids in the understanding of the design and production of web sites. It discusses what design elements go into web page development. Students browse sites and identify good design elements. They construct their own web page early on and allow it to evolve throughout the semester. Prerequisite: CS 100 or permission of department chair
CS 104 Digital Animation and Gaming  
3 CR  
The class will create electronic games using digital animation and timeline control. Topics covered include: creating gaming objects with drawing and color tools; timeline-based animation techniques; controlling screen action with buttons; integrating sound into a game; publishing and exporting a game to the web.

CS 232 Human-Computer Interaction  
3 CR  
Focuses on how developers and designers of computer systems can produce computers that are beneficial to the user and easy to use. Human-computer interaction is the intersection of human behavior and computer technology. In understanding human behavior, developers can evaluate what makes the computer easy to learn and use. The course examines the ways people interact with computers and how to incorporate this knowledge into the design and evaluation of new technology.  
Prerequisite: CS 100 or CS 112

CS 319 Computer Ethics  
3 CR  
This course focuses on the ethical and social issues associated with computer technology such as privacy, theft, intellectual property, accountability, hacking and cracking, codes of ethics and professional responsibility. Students also examine philosophers such as Aristotle, Kant and Mill and use their theories to support ethical debate and dialogue. This course is a Senior-level capstone course. It emphasizes both oral and written communication as students discuss and examine their own ethical beliefs in relation to society and technology.  
Prerequisites: Junior/Senior status, PH 101, RS 101 or permission of instructor.

AR 114 Digital Design Basics  
3 CR  
An introduction and exploration of primary graphic design programs concentrating on Adobe Photoshop and Adobe Illustrator. Basic design concepts are explored in assignments, ensuring a basic understanding of the technological tools of design.

AR 211 Graphic Design I  
3 CR  
An introduction to classical and modern typefaces, the mechanics of type composition and the fundamentals of layout. Consideration is given to the selection of typefaces that enhance thought and idea.  
Prerequisite: AR 114

PH 256 Philosophy of Technology  
3 CR  
Examination of the nature of technology, its relationship to science, and its influence on our understanding of reality and ourselves. Particular metaphysical, ethical, or socio-cultural aspects of philosophy of technology may be emphasized.  
Prerequisite: PH 101

SO 257 Science, Technology and Society  
3 CR  
With the increasing diffusion of biotechnology, cybertechnology, communication/media technology, etc., in the world, it is prudent to study the influence of science and technology on culture and society and to consider the social impact of the next wave. While identifying serious problems and risks, the course also explores how science and technology are positive forces.  
Prerequisite: SO 110