

MAS

Media Arts and Studies

MAS 101 INTRODUCTION TO MEDIA AND CULTURE. (3)

This course focuses on the study of electronic mass media. It surveys the cultural industries from multiple perspectives, including history, economics, production processes, content, social effects, diversity, and globalization. It emphasizes the relationships among the electronic mass media, culture, and power.

MAS 201 COMMUNICATION TECHNOLOGIES AND SOCIETY. (3)

Historical survey of broadcasting, common carrier, and related electronic media technologies, including the Internet. This course focuses on the social, political, and policy dimensions of the adoption and use of communication technologies. Special attention is paid to significant issues in contemporary public policy and practice, such as protection of privacy and personal information, information ownership, free speech, and censorship.

MAS 300 MEDIA STUDIES RESEARCH METHODS. (3)

An introduction to quantitative and qualitative social science research relating to media studies, including survey and experimental methods. Prereq: Media Arts & Studies major or minor status or consent of instructor. This course is a Graduation Composition and Communication Requirement (GCCR) course in certain programs, and hence is not likely to be eligible for automatic transfer credit to UK.

MAS 310 MEDIA POLICY AND REGULATION. (3)

A study of policy and regulation of media in the U.S., primarily broadcasting, cable, telephone, and the internet. This includes traditional issues in the regulation of content, such as freedom of speech, copyright, obscenity, and privacy. It also includes traditional areas in the regulation of the industry structure including monopolies, licensing, cross ownership rules, mergers, and illegal practices. Prereq: Media Arts & Studies major status.

MAS 312 VIDEO PRODUCTION I. (3)

An introduction to the fundamentals of studio video production, from conception to completed product. Practical training with essential production equipment will be offered. Lecture, two hours; laboratory, two hours per week. Prereq: Media Arts & Studies major or minor status or consent of instructor.

MAS 319 WORLD MEDIA SYSTEMS. (3)

A comparison of the communications media in different countries of the world and the theories used to justify them. How various political and social systems affect the media and how the media affect the societies in which they exist. Prereq: JOU 101 or ISC 161 or MAS 101 or TEL 101. (Same as ISC/JOU 319.)

MAS 322 MULTIMEDIA I. (3)

Introduction to techniques of multimedia production and the basic principles of communication via multimedia. Practical, hands-on experience with various media used in computer-based multimedia including: text, still graphics, motion graphics, animation, sound, and hyperlinking. Includes stand-alone computer- and Web-based applications. Lecture, two hours; laboratory, two hours per week. Prereq: Media Arts & Studies major or minor status or consent of instructor.

MAS 323 MEDIA PSYCHOLOGY. (3)

Media psychology provides a basic overview of human thought and behavior regarding communications media. The course addresses issues of preference and media choice and of the effects of media use on audience beliefs, attitudes and behavior through the lens of social science. Prereq: MAS major or minor status or permission of the instructor.

MAS 335 INTRODUCTION TO THE MEDIA INDUSTRIES. (3)

This course introduces students to the major functions and operations of the media industries, with a focus on the film and television industries. The course examines current trends in media practices and the role of technological and cultural factors in shaping the media industries and their effects in society. Prereq: Media Arts & Studies major or minor status or consent of instructor.

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MAS 355 COMMUNICATION AND INFORMATION SYSTEMS IN ORGANIZATIONS. (3)

An examination of the role of a variety of communication and information systems used in organizations. This includes the study of communication processes across a variety of systems, including the telephone, e-mail, voice mail, and audio- and video-conferencing. It also includes an examination of the uses for a variety of information systems and technologies, including computer networks, integrated voice response systems, computer-telephony integration, call centers, automated attendants, voice recognition, and synthesis, database management systems, and a variety of additional hardware and software tools used in business today. Prereq: Media Arts & Studies major or minor status or consent of instructor.

MAS 390 SPECIAL TOPICS IN MEDIA PRODUCTION (Subtitle required). (3)

Course will focus on selected topics in the practice and theory of electronic media production. Course will be offered on demand. May be repeated to a maximum of six credits under a different subtitle. Prereq: Media Arts & Studies major or minor status or consent of the instructor.

MAS 403 TV NEWSCAST PRODUCING AND DIRECTING. (3)

This class is designed to train students to become television newscast producers and directors. Students will prepare TV newscasts with consideration of news story placement as it relates to audience, viewing trends, and journalistic judgment. Students will learn critical thinking skills in producing and directing as it relates to newscast and story promotion, reaching to major news events and their coverage, and talent and time management. Students will be required to write, produce and direct news stories in different formats for different formats for different newscasts and address ethical and legal concerns of news stories. Prereq: JOU 302 for JOU Majors; MAS 312 for MAS majors. (Same as JOU 403.)

MAS 412 VIDEO PRODUCTION II. (3)

A follow-up to MAS 312, this course is an advanced video production course focusing on electronic field production (EFP). This course features technical and creative aspects of directing, camera work, editing, and lighting. Lecture, three hours; laboratory, one hour per week. Prereq: MAS 312 or TEL 312 or consent of instructor.

MAS 420 ELECTRONIC MEDIA CRITICISM. (3)

Examination of each of several critical theories and approaches to the criticism of telecommunications program content. Practical experience in evaluating critical writing and in the writing of critical pieces. Prereq: Media Arts & Studies major or minor status or consent of instructor.

MAS 422 MULTIMEDIA II. (3)

This is an advanced course in computer-based interactive multimedia design and development. It aims to expand your knowledge of, and extend your ability to author, Web applications integrating sound, graphic, video, text, animation, and interactive components for education, entertainment, and business purposes. Lecture, two hours; laboratory, two hours per week. Prereq: MAS 322 or consent of instructor.

MAS 425 SOCIAL ENTREPRENEURSHIP FOR MEDIA. (3)

This course focuses on social entrepreneurship and how social entrepreneurs facilitate social change using media. The concepts of social entrepreneurship explored in the course include communication, innovation, performance criteria, target market, launch, management and scale.

MAS 432 AUDIO PRODUCTION. (3)

Elements of audio production, including basic machines, microphones, patch panels, the production mixing. Different audio products are discussed. Lecture, two hours; laboratory, two hours per week. Prereq: Media Arts & Studies major or minor status or consent of instructor.

MAS 435 THE HISTORY OF VIDEO GAMES AND THE INDUSTRY. (3)

Provide an overview of the video game industry. The course focuses on a chronological understanding of the history of the video game industry, including key moments in the rise and fall (and the rise again) of the industry and an examination of the technological advances in both software and hardware. Prereq: MAS major or minor status or consent of the instructor.

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MAS 455 MUSIC INDUSTRY MANAGEMENT. (3)

This course provides an overview of the business of the music and recording industry, including the songwriting market, music publishing, music copyright, music licensing, unions, agents and attorneys, artist management, concert promotion, music merchandising, the record industry, record markets, recording contracts, record distribution and merchandising, studios and engineers, music in television, radio and advertising, music in films, and career development and options. Students will be introduced to industry professionals and may participate in promoting and producing a music event. Prereq: Media Arts and Studies major or minor status or consent of instructor.

MAS 482 ELECTRONIC MEDIA SALES MANAGEMENT. (3)

The data and techniques of radio and television advertising, including problems of coverage and circulation, spot campaigns, testing, time buying, the agency, measuring broadcast effectiveness, merchandising radio and television advertising and time selling. Prereq: Media Arts & Studies major or minor status or consent of instructor.

MAS 490 SPECIAL TOPICS IN MEDIA INDUSTRY STUDIES (Subtitle required). (3)

Course will focus on selected topics in the study of media industries. Course will be offered on demand. May be repeated to a maximum of six credits under a different subtitle. Prereq: Media Arts & Studies major or minor status or consent of instructor.

MAS 505 MEDIA AND POPULAR CULTURE. (3)

A study of the interplay of communication media and popular culture. The course examines conceptual approaches to the production, forms, meanings, and influences of technologically mediated culture. The scope of the course includes the popular texts produced by the commercial media and entertainment industries as well as user-generated content circulated in online media.

MAS 520 SOCIAL EFFECTS OF THE MASS MEDIA. (3)

An examination of the political, social, cultural and behavioral effects of telecommunications systems in American society. Focus on theory and empirical research generated since 1940. Prereq: MAS 300 or TEL 300 or consent of instructor.

MAS 530 PRO-SEMINAR IN TELECOMMUNICATIONS. (3)

Discussion and reports on current trends in telecommunications industries and the behavioral, political and regulatory implications attending such trends. Prereq: Media Arts & Studies major or minor status or consent of instructor.

MAS 535 TELECOMMUNICATIONS NETWORK MANAGEMENT. (3)

The primary focus of this course is the design and management of telecommunications networks and resources. In a framework that includes both the technical and business aspects of telecommunications, the course examines the capabilities and limitations of a wide range of data network technologies in the context of needs assessments, design, implementation, and evaluation; the relative advantages and disadvantages of various technological configurations for specific business purposes; and the impact of human and organizational factors in network design. Prereq: Media Arts & Studies major or minor status or consent of instructor.

MAS 540 SOCIAL MEDIA THEORY AND PRACTICE. (3)

This course examines the contexts and forms of a variety of social media platforms and applications, and interrogates the influence of social media on individuals, organizations, institutions, and society. It explores a variety of important conceptual and practical issues in relation to social media use and applications. Prereq: Media Arts & Studies major or minor status or consent of instructor.

MAS 555 THE INTERNET AND SOCIAL CHANGE. (3)

An critical examination of the political, cultural, technological, social, and behavioral aspects of Internet-mediated communication. Emphasis on research literature and theory on emerging platforms of new media technologies and applications. Prereq: MAS 300 or TEL 300 or consent of instructor.

MAS 560 VIDEO GAME STUDIES. (3)

This course offers a critical overview of current scholarship and debates surrounding video games and game players. Topics include the video game industry, culture of gameplay, video game narratives, uses and effects of games, controversial issues, the game production pipeline, and career opportunities. Prereq: Media Arts & Studies major or minor status or consent of instructor.

MAS 590 SPECIAL TOPICS IN SOCIAL-CULTURAL MEDIA STUDIES (Subtitle required). (3)

Course will focus on a single topical issue in the theory, research, and criticism of electronic media. Course will be offered on demand. May be repeated to a maximum of six credits under a different subtitle. Prereq: Media Arts & Studies major or minor status or consent of instructor.