Media Studies & Production (MSP)

Courses

MSP 5011. Introduction to Communication Concepts. 3 Credit Hours.
Introduction to Broadcasting, Telecommunications, and Mass Media study through an examination of core concepts, theories, and areas of study.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

MSP 5021. Media Institutions. 3 Credit Hours.
History and societal role of the mass media with an emphasis on the internal structure and workings of the mass media industries and their interaction with government and the public.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits
Pre-requisites: (MSP 5011|Minimum Grade of B-|May not be taken concurrently
AND MSP 5114|Minimum Grade of B-|May not be taken concurrently).

MSP 5041. Communication Content and Behavior. 3 Credit Hours.
Study of parametric and nonparametric statistics and electronic data processing in the context of mass communication research problems, with an emphasis on multivariate analyses.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits
Pre-requisites: (MSP 5011|Minimum Grade of B-|May not be taken concurrently
AND MSP 5114|Minimum Grade of B-|May not be taken concurrently).

MSP 5110. Introductory Topics in Broadcasting, Telecommunications, and Mass Media. 1 to 4 Credit Hour.
Rotating special topics course.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

MSP 5114. Communication Research Methods. 3 Credit Hours.
The underlying philosophy and survey of research methods as tailored to media issues. Topics include market research, rating systems, polling, surveys, depth interviews, content analysis, focus groups, ethnography, and field and laboratory experiments.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

MSP 5246. Social History Mass Comm. 4 Credit Hours.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

MSP 5310. Introductory Topics in Broadcasting, Telecommunications, and Mass Media. 1 to 4 Credit Hour.
Rotating special topics course. Content varies.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

MSP 5551. Media Literacy. 3 Credit Hours.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

MSP 5655. Communication in Organizations. 4 Credit Hours.
Review of theories of organizational structure, their relationship to broadcasting and mass media processes, and current practices and underlying communication systems which support them.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits
Pre-requisites: (MSP 5011|Minimum Grade of B-|May not be taken concurrently
AND MSP 5114|Minimum Grade of B-|May not be taken concurrently).

MSP 5701. Graduate TV Production. 4 Credit Hours.
Radio, television, and computer technologies to produce entertainment, corporate, and public-oriented programming for network, cable, schools, and other profit and non-profit organizations.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.
MSP 5788. Television Production Workshop. 8 Credit Hours.
Development of weekly half hour television programs exploring Philadelphia. Focuses on meeting professional standards in content, form, and technical quality. Summer only.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

MSP 5887. Graduate Radio Practicum. 1 to 4 Credit Hour.
Students design and produce radio announcing and talk show projects.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

MSP 8010. Intermediate Topics in Media Studies and Production. 3 Credit Hours.
Topic varies.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

MSP 8110. Intermediate Topics in Media Studies and Production. 4 Credit Hours.
Topics vary.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

MSP 8221. History of Electronic Media. 3 Credit Hours.
Examination of the social, political, and technological history of electrical communications in the U.S., from forerunners of the telegraph through the modern telephone and integrated services of digital and broadband networks.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
MSP 5021|Minimum Grade of B-|May not be taken concurrently.

MSP 8252. Law and Ethics of Digital Media. 4 Credit Hours.
Discussion of the legal and ethical issues facing the media in an online environment.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

MSP 8254. Public Information Campaigns. 3 Credit Hours.
Exploration of techniques and issues in information campaigns regarding health, energy conservation, environmental protection, and other topics, and campaigns' effects on public knowledge and behavior. Students conduct an actual campaign on campus.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
(MSP 5011|Minimum Grade of B-|May not be taken concurrently
AND MSP 5114|Minimum Grade of B-|May not be taken concurrently).

MSP 8441. Media and Children. 3 Credit Hours.
Influence of the media on children’s development. Includes problems of studying socialization effects, media usage patterns, functions of the media, effects on family interaction, social class and race, political socialization, sexual behavior, consumer behavior, music, and aggression.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
(MSP 5011|Minimum Grade of B-|May not be taken concurrently
AND MSP 5114|Minimum Grade of B-|May not be taken concurrently).

MSP 8446. Psychological Processing of Media. 3 Credit Hours.
Research and theory concerning the contemporary psychological significance of media. Topics include attention, memory, comprehension, emotional response, arousal, picture perception, unconscious processing, and person perception as they relate to traditional (radio, TV, print, film) and emerging (virtual reality, teleconferencing) media.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
(MSP 5011|Minimum Grade of B-|May not be taken concurrently
AND MSP 5114|Minimum Grade of B-|May not be taken concurrently).
MSP 8457. Political Communication. 4 Credit Hours.
Covers political communication theories, modes, means and institutions and serves as an introduction to how communication scholars study politics and the media.
**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate
**Repeatability:** This course may not be repeated for additional credits
**Pre-requisites:**
(MSP 5011|Minimum Grade of B-|May not be taken concurrently
AND MSP 5114|Minimum Grade of B-|May not be taken concurrently).

MSP 8471. Global Media. 3 Credit Hours.
Study of the economic policy and technology of the emerging global communication system. Specific issues include transborder data flow, international organizations, and issues of cultural and national sovereignty.
**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate
**Repeatability:** This course may not be repeated for additional credits
**Pre-requisites:**
MSP 5021|Minimum Grade of B-|May not be taken concurrently.

MSP 8473. Information Society. 3 Credit Hours.
Covers origins of the information society, information as a commodity, micro and macro economics of information, globalization, identity and community online, privacy, security, intellectual property and new media, democracy online, and how to think about the future.
**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate
**Repeatability:** This course may not be repeated for additional credits
**Pre-requisites:**
(MSP 5011|Minimum Grade of B-|May not be taken concurrently
AND MSP 5114|Minimum Grade of B-|May not be taken concurrently).

MSP 8614. Creating a Media Business. 4 Credit Hours.
Principles of building one's own media business. Planning for a profit or non-profit media organization including market assessment, financing, and contracting.
**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate
**Repeatability:** This course may not be repeated for additional credits.

MSP 8641. Broadcast and Cable Management. 4 Credit Hours.
**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate
**Repeatability:** This course may not be repeated for additional credits.

MSP 8657. Current Issues in Media Management. 3 Credit Hours.
Marketing strategies for networks, stations, and cable systems. Topics included relationships with government, networks, employee groups, and ownership; personnel policies and supervision, budgets and reports.
**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate
**Repeatability:** This course may not be repeated for additional credits
**Pre-requisites:**
MSP 5655|Minimum Grade of B-|May not be taken concurrently.

MSP 8741. Cybermedia Workshop. 3 Credit Hours.
Hands-on development of content using new media forms. Students are involved in the design, scripting, and production of one or more programs. Projects may include interactive programs, "edutainment" games, multimedia presentations, and other digital content for distribution to business, schools, or consumers.
**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate
**Repeatability:** This course may not be repeated for additional credits.

MSP 8985. Teach in Higher Ed: Comm. 3 Credit Hours.
Teaching in Higher Education: Communications. This course focuses on learning theory and the best teaching practices, with the aim of preparing students for effective higher education teaching.
**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate
**Repeatability:** This course may not be repeated for additional credits.

MSP 9333. Master Colloq/Comp Exam. 2 Credit Hours.
Comprehensive examination colloquium required for all MA students.
**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate
**Repeatability:** This course may not be repeated for additional credits.

MSP 9787. Television Practicum. 4 Credit Hours.
**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate
**Repeatability:** This course may be repeated for additional credit.
MSP 9841. Seminar in Comm. 6 Credit Hours.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

MSP 9845. Masters Colloquium. 1 Credit Hour.
Current problems and opportunities in the field, discussions and presentations of current research, and lectures by senior scholars.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

MSP 9983. Directed Readings in Communication. 1 to 4 Credit Hour.
Tutorial course supervised by a specific MSP faculty member. Obtain required form from SMC Graduate Office in 344 Annenberg Hall.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

MSP 9985. Internship. 1 to 4 Credit Hour.
Open only to BTMM or MSP MA students with at least 28 semester hours completed. Students work as unpaid interns at compatible media industries and organizations. Enrollment limited to availability.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

MSP 9991. Directed Projects in Communication. 1 to 4 Credit Hour.
Tutorial course supervised by a specific MSP faculty member. Obtain required form from SMC Graduate Office in 344 Annenberg Hall.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

MSP 9996. MA Thesis/Project. 1 to 8 Credit Hour.
MA Thesis/Project. No more than six credits may be counted toward the degree. See MSP Policies and Procedures.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.