

# Media Studies & Production (MSP)

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Course information contained within the Bulletin is accurate at the time of publication in June 2025 but is subject to change. For the most up-to-date course information, please refer to the Course Catalog.

## **MSP 0821. The Future of Your TV. 3 Credit Hours.**

What is the future of your TV and what kinds of programming will you see in the next two years? Television is not going away but how, where and when we interact with TV changes constantly. What roles do blogs, podcasts, YouTube, Netflix and new digital technologies have in furthering television into a medium where consumers drive content? In large lecture you will learn about these changes; in small groups, you will take the driver's seat as a critic and creator of content. NOTE: This course fulfills the Arts (GA) requirement for students under GenEd and Arts (AR) for students under Core.

**Course Attributes:** GA

**Repeatability:** This course may not be repeated for additional credits.

## **MSP 0823. Latin American Media. 3 Credit Hours.**

This class centers on thinking critically about Latin America, mass media, Latinx in the United States, and the interactions of these topics. Latin America encompasses an incredible diversity of regions, ethnic identities, rich and poor economies, histories, and cultures. This class uses media and communication as entry points to explore this region's diversity and complexity. The course proceeds mostly through the investigation of case studies, accessing cultural and political complexities of Latin America's media through a series of snapshots. The course takes students on a journey through different countries and their media and communication practices, including the globalization of Colombian telenovela *Ugly Betty*; the legendary use of media and digital technologies by the Zapatistas in Mexico; the history of Latin American media giants such as Televisa in Mexico and Rede Globo in Brazil; and the rich tradition of Latin American community media, such as the Bolivian miners' radio station, Radio La Tribu in Argentina, and Indigenous media in Ecuador and Peru. The course will also explore U.S. mainstream media representations of Latinx. Students will learn about a vast media catalogue that includes films, music, soap operas, community radio stations, and social media. We will also access the world-class intellectual and cultural resources of Philadelphia through field visits and guest presentations.

**Course Attributes:** GG

**Repeatability:** This course may not be repeated for additional credits.

## **MSP 1001. Video Production for Non-Majors. 3 Credit Hours.**

In the contemporary, multi-mediated world, video production skills constitute a core 21st century communication competency. This entry-level course offers non-video production majors an introduction to basic video and audio production that will equip them with the ability to produce meaningful and aesthetically, impactful video content.

**Field of Study Restrictions:** May not be enrolled in one of the following Majors: Media Studies and Production.

**Repeatability:** This course may not be repeated for additional credits.

## **MSP 1021. Introduction to Media Analysis. 3 Credit Hours.**

This course offers a practical introduction to media analysis, spanning various areas such as audiences, content, industries, policy and regulation, consumerism, and citizenship. We will provide definitions and examples and explore the practical methods used to analyze them. The course will examine traditional and emerging media, from print and television to the internet and artificial intelligence. Through weekly readings, stimulating class discussions, and media analytics skill development, students will uncover the hidden messages and ideologies that shape media industries. This critical thinking will empower students to become more discerning media consumers. Moreover, through written and oral analysis of media, students will hone their communication skills, enabling them to effectively express their views and participate in meaningful discussions on the role of media in society.

**Repeatability:** This course may not be repeated for additional credits.

## **MSP 1251. The Children's Media Industry. 3 Credit Hours.**

This course will introduce students to the business and entrepreneurship aspects of the children's media industry. Combining case studies, current news reports, analysis of industry trends, and audience research, students will deepen their understanding of the business decisions and revenue focus that drives the industry. Topics to be addressed include the massive migration of kids from television to streaming and YouTube; why diversity of voices and characters makes good business sense; and the ups and downs of government regulations. The course will explore the unique concerns of leading a media company in which the target audience is children; young, impressionable, and endlessly fickle.

**Repeatability:** This course may not be repeated for additional credits.

**MSP 1655. Introduction to Media Business. 3 Credit Hours.**

This course is an introduction to the business challenges, creative approaches and ethical responsibilities dealt with by media and technology institutions, media creators, and entrepreneurs. The course places these topics in a historical time frame to provide context for industry growth and creative evolutions over time. Topics include an analysis of media and technology organizations and institutions, roles and responsibilities of media leaders, history of media industries, financial decision-making, the differing missions of for-profit and non-profit media, the influence of government regulations, media as a global industry, and how artificial intelligence is affecting the industry. Course topics are set within four broad areas influencing the industry: institutional structures, monetization strategies (revenue models), content and audience development, trends and global perspective. The course focuses on media industries, including radio/podcasts, television, online, mobile, artificial intelligence (AI), virtual reality (VR) and augmented reality (AR).

**Repeatability:** This course may not be repeated for additional credits.

**MSP 1701. Introduction to Media Production. 3 Credit Hours.**

An introduction to the creative components that must be addressed when producing content, including visual aesthetics, framing, audio needs, communication design and other concepts relevant to the world of media. Students are introduced to various applications and learn how to construct effective media projects including web sites, graphics, and audio and video work.

**Repeatability:** This course may not be repeated for additional credits.

**MSP 2011. Introduction to Media Theory. 3 Credit Hours.**

This class provides a broad survey of key theoretical approaches to the understanding of human communicative behavior with an emphasis on those theoretical frameworks associated with mediated communication. The course helps students develop an appreciation for the role theory plays in our society, including the relationship of theory to research and the application of theoretical models to contemporary phenomena.

**Repeatability:** This course may not be repeated for additional credits.

**MSP 2141. Media Research. 3 Credit Hours.**

This course provides an introduction to the process of research, with specific focus on how research into media and communication practices is designed and conducted. Topics covered include identifying a research question, learning about and applying different research methods, selecting a research method, defining terms, sampling, data collection, and the presentation of results. The course further explores how these processes change across various institutional, academic, and journalistic settings. The class also considers how media and communication research products are circulated in society, as well as how to interpret and critically evaluate the various forms of research one encounters in work and life.

**Repeatability:** This course may not be repeated for additional credits.

**MSP 2421. Media and Popular Culture. 3 Credit Hours.**

This course critically examines the relationship between the media and a cultural form that is often dismissed as trivial popular culture. This course introduces students to some of the most important critiques of popular culture from the 20th and early 21st centuries in an effort to understand the aesthetics, politics, and economics of popular culture texts, including movies, television shows, songs, books, magazines, comics, and social media. Through these critiques, the class will trace the historical development of this cultural form in America and Europe, its relationship to high culture and folk culture, its globalization during the 20th century, and the influences on it from around the world such as anime from Japan, Bollywood films from India, and K-pop from South Korea. The influence of A.I. on popular culture is also explored.

**Repeatability:** This course may not be repeated for additional credits.

**MSP 2451. The Influence of Media on Children. 3 Credit Hours.**

How are children affected by the media they consume? This course will explore the key areas in which media affect children, including consumerism, violence, sexuality, representation of body image, gender, race, ethnicity, etc. The course will analyze the research on how media affects children and will include basic child development. This course will incorporate a production assignment to introduce students to production for children as an audience.

**Repeatability:** This course may not be repeated for additional credits.

**MSP 2663. The Recording Industry and Music Business. 3 Credit Hours.**

An overview of the business, economic, and legal structures of the recording industry in the context of the wider music business. The course examines the organizational configuration and creative aspects of the current industry landscape, along with the profiles and functioning of the various segments, types of companies, career paths, and jobs involved. Significant time is spent discussing songwriting, publishing, copyright, royalties, as well as the structure and operations of management, record labels, and distribution systems. The course analyzes commercial marketplace data to develop insights into current trends and projections for future developments in music consumption, social media, fan engagement, live events, and popular culture.

**Repeatability:** This course may not be repeated for additional credits.

**MSP 2701. Intermediate Video Production. 4 Credit Hours.**

This is an intermediate level production course in which students study the various techniques and practices involved with creating and understanding (digital) media production. Students deepen their understanding of the key aspects of video production in its three stages: pre-production, production and post-production. Students are required to work both individually and in collaborative groups to complete various studio and field projects throughout the semester. Students learn to consider the wide range of ethical issues often faced in creating media content.

**Repeatability:** This course may not be repeated for additional credits.

**Pre-requisites:** Minimum grade of C- in MSP 1701.

**MSP 2721. Voice Performance Techniques for Media. 4 Credit Hours.**

This is an intermediate course that focuses on vocal development and performance in a variety of styles. Students will work to identify their own regional accents and accents and vocal issues in others. Students will also work to create accents and characters for various projects. Students will experiment with a variety of voice-over areas such as DJ work, commercials, PSA's, podcasts for public service, anime, children's programming, and narration of audio books.

**Repeatability:** This course may not be repeated for additional credits.

**Pre-requisites:** Minimum grade of C- in MSP 1701.

**MSP 2741. Introduction to Internet Studies and Web Authoring. 3 Credit Hours.**

This introductory course aims to develop an understanding of online media and the social, legal, and material issues of the internet. The course explores the practical applications and the theoretical implications of the internet and how it compares to "traditional" media. With the aid of academic and popular press resources, you will examine several internet developments and topics, such as internet history, hacktivism, the internet of things, web design, and explore their economic, political, and cultural implications. This course is designed to provide students with a comprehensive understanding of internet studies and web authoring, from the fundamentals of internet technologies to hands-on experience in creating interactive and visually appealing websites.

**Repeatability:** This course may not be repeated for additional credits.

**Pre-requisites:** Minimum grade of C- in MSP 1701.

**MSP 2751. Audio for Media. 4 Credit Hours.**

This course is an introduction to sound design principles and recording techniques for multitrack audio production in all media production settings. As students examine design theory and technical practices, they learn the basic functioning and operation of microphones, mixing consoles, loudspeakers, digital audio workstations, and field recording devices, as well as rudimentary acoustical physics. Considerable time is also spent on critical listening skills and design aesthetics.

**Repeatability:** This course may not be repeated for additional credits.

**Pre-requisites:** Minimum grade of C- in MSP 1701.

**MSP 2900. Honors MSP Special Topics. 3 Credit Hours.**

Topics vary.

**Cohort Restrictions:** Must be enrolled in one of the following Cohorts: SCHONORS, UHONORS, UHONORSTR.

**Course Attributes:** HO

**Repeatability:** This course may be repeated for additional credit.

**MSP 3153. Understanding Media and Its Power. 3 Credit Hours.**

This upper level course gives students critical tools for understanding media's role and effect in society: primarily through social sciences, humanities, and media theory. Students gain familiarity with and evaluate different theories explaining media's intellectual, cultural, and socio-economic functions in society. The variety of approaches challenges students to expand their understanding of how mass media shape the way we understand and interact with our world, ourselves and each other. The course explores topics including media's role in a democratic society, media and representation (aesthetics and "voice" as well as issues of race, ethnicity, gender, sexuality, disability and class), media and violence, media and justice, media and science, media and ecology, and media and consumer culture. Note: Prior to Fall 2025, this course was titled "Media Criticism."

**Repeatability:** This course may not be repeated for additional credits.

**Pre-requisites:** Minimum grade of C- in ((MSP 1021, MSP 1655, and MSP 1701) or CMST 2111)

**MSP 3196. Writing Workshop. 3 Credit Hours.**

A writing-intensive course that stresses writing fundamentals while encouraging students to express themselves in various forms of writing and other forms of production. Students read their work in class, participate in workshop activities and meet with the instructor for individual critiques.

**Course Attributes:** WI

**Repeatability:** This course may not be repeated for additional credits.

**MSP 3296. Travel Writing. 3 Credit Hours.**

This course explores international communication, intercultural competence, personal reflection and the nature of travel (why and how we travel, and what we can learn from it) through a travel writing curriculum.

**Course Attributes:** WI

**Repeatability:** This course may not be repeated for additional credits.

**MSP 3297. The Story of Modern Media. 3 Credit Hours.**

This is a writing intensive course that examines the origins, development and current state of digital media, mass media, immersive media and interpersonal media. From the invention of the telephone and the advent of radio, television and streaming to the creation of advanced digital devices, social media and artificial intelligence, the class explores the media technology that changed the world and our lives. We focus on the social, economic, organizational, regulatory, creative and ethical issues that have challenged media makers, and the audiences they serve, in historical and political contexts. Students learn about the innovative figures whose inventive contributions have shaped the current media environment. The creation of content is also covered, as well as a topical and critical look at events and issues in media history as they unfold. This class is designed to help you develop the tools to formulate your personal and professional vision for the future of media. Note: Prior to Fall 2025, this course was titled "History of Electronic Media."

**Course Attributes:** WI

**Repeatability:** This course may not be repeated for additional credits.

**Pre-requisites:** Minimum grade of C- in (CMST 2111, Complete 3 of the following: MSP 1701, (MUST 1701 or MUST 1711), and MSP 2663, or Complete 3 of the following: (MSP 1021 or JRN 1111), MSP 1655, and MSP 1701)

**MSP 3324. The Video Game Industry and Game Culture. 3 Credit Hours.**

With sales reaching in the billions, an ever-expanding market, and player demographics that span age, race, and gender, it is increasingly important to examine the intersection of communication and culture within the video game industry. This course pursues this task by introducing students to the field of Video Game Studies, exploring video games and the video game industry from its origins as a marginal entertainment medium to its status today as a popular-culture phenomenon. We will discuss the theories developed in recent years to understand the impact of video games on society, the cultures that have arisen around their consumption and production, and a critical analysis of content. During this course you'll analyze video games from multiple perspectives - design, community, and gameplay - while conducting in-depth research on a game of your choice, resulting in a semester-long research journal.

**Repeatability:** This course may not be repeated for additional credits.

**Pre-requisites:** Minimum grade of C- in ((MSP 1021, MSP 1655, and MSP 1701) or CMST 2111)

**MSP 3421. Technology and Culture. 3 Credit Hours.**

This course critically examines the nature, role, and significance of new communication technologies in contemporary U.S. culture. It considers how these technologies impact our ideas on work, leisure, art, knowledge, identity, and environment and thus provides a foundation for understanding the nature, role, and significance of new communication technologies as a dynamic factor in society. We will examine socio-cultural imperatives that shape the development of new information/ communication technologies in addition to the socio-cultural influences of those technologies. We will explore the nature of technology in general to understand what it is and how it is linked closely with cultural change. The course also addresses the social history of technology in terms of the philosophies, politics, and economics surrounding the creation of new technologies.

**Course Attributes:** SI

**Repeatability:** This course may not be repeated for additional credits.

**MSP 3445. Media Images and Analysis. 3 Credit Hours.**

This upper division course focuses on the critical analysis of media images in society, from television programs to advertising to films to social media. Students are exposed to multiple ways of analyzing the production and consumption of media images and how these images shape our understanding of gender, identity, ethnicity, production, consumption, technology, ideology, ecology, sports, body image, and many other topics. Students are challenged to examine the role of media images in shaping the organization of society and culture, including the very nature of what we think is true, real, and desirable.

**Repeatability:** This course may not be repeated for additional credits.

**Pre-requisites:** Minimum grade of C- in ((MSP 1021, MSP 1655, and MSP 1701) or CMST 2111)

**MSP 3471. Media and Cultural Differences. 3 Credit Hours.**

This course critically examines the way media construct difference in a variety of ways. It introduces students to the many ways forms of difference have been analyzed in media and cultural studies. It addresses how diverse cultural groups incorporate media into their negotiation of everyday life and formation of identities. In the course, particular attention is given to the social and political implications of mainstream media representations of nationality, race, ethnicity, religion, gender, sexuality, physical ability, and class. This course also examines the ways different groups employ media technologies to construct alternative representations to those found in the mainstream commercial media.

**Course Attributes:** SI

**Repeatability:** This course may not be repeated for additional credits.

**Pre-requisites:** Minimum grade of C- in ((MSP 1021, MSP 1655, and MSP 1701) or CMST 2111)

**MSP 3473. Media and the Environment. 3 Credit Hours.**

This course provides students with an understanding of how people's relationship with the environment is shaped by media messages. By addressing questions of media ownership, content and global flow, the course examines how ideas and issues regarding the environment are bound and circulated through communication channels and networks in a variety of interrelated narrative and imaginistic forms. At the heart of this examination are the interplay between corporate agendas, national policies, commodity hunger, the materialism of class conflict, issues of waste management and environmental risk, and community activism. Of central interest is how historically media's representation of environmental issues have influenced public perceptions of the natural world - from what is a natural resource and notion of sustainability to tourism and food production.

**Course Attributes:** SF, SS

**Repeatability:** This course may not be repeated for additional credits.

**Pre-requisites:** Minimum grade of C- in ((MSP 1021, MSP 1655, and MSP 1701) or CMST 2111)

**MSP 3572. Media and Social Justice. 3 Credit Hours.**

The purpose of this course is to develop an understanding of the complex roles that media, digital platforms, and communication play in social change process in different parts of the world. We will read about media and digital platforms in social movements, international development, and social justice initiatives. We will explore historical and contemporary trends in different parts of the world, including Asia, Africa, and Latin America, as well as in our hometown of Philadelphia. Note: Prior to Fall 2025, this course was titled "Communication and Development."

**Repeatability:** This course may not be repeated for additional credits.

**Pre-requisites:** Minimum grade of C- in ((MSP 1021, MSP 1655, and MSP 1701) or CMST 2111)

**MSP 3590. Intermediate Topics in Media. 3 or 4 Credit Hours.**

Specific topic varies each semester. Please view course subtitle or consult with instructor for details.

**Repeatability:** This course may be repeated for additional credit.

**Pre-requisites:** Minimum grade of C- in (MSP 1011, MSP 1021, and MSP 1701)

**MSP 3611. Media Advertising. 3 Credit Hours.**

This course is intended to provide an overview of the principles and practices of advertising in broadcast media, including psychological and creative factors, media research, rate structure, and campaign strategy. It examines advertising from the perspectives of marketing and social role of advertising, audience and consumer behavior, creative and management concepts, strategy, planning, advertising media, and effectiveness evaluation.

**Repeatability:** This course may not be repeated for additional credits.

**Pre-requisites:** Minimum grade of C- in MSP 1011.

**MSP 3631. Media Sales. 3 Credit Hours.**

This course introduces students to the advanced strategies of media sales and related theories. Students will learn fundamental concepts related to media buying, planning, planning tools, advertising, and problem solving research skills, measurement techniques, and audience factors.

**Repeatability:** This course may not be repeated for additional credits.

**Pre-requisites:** Minimum grade of C- in MSP 1655.

**MSP 3663. Marketing Music and Media. 3 Credit Hours.**

An examination of general marketing principles focusing on practices, techniques, and theories specific to media with an emphasis on music product. The use of multiple media in the music marketing process will be discussed in the context of developing and guiding an entertainment project to success, highlighting the opportunities and challenges of contemporary marketing tools and channels. Topics include publicity, promotion, street teaming, the roles of traditional media, playlisting, social networking, grass-roots efforts, and other media activities in the process of bringing entertainment products and experiences to market. Students will apply this theoretical knowledge in a semester-long project in which they will design a full marketing plan for a music or media product, event, or entity.

**Repeatability:** This course may not be repeated for additional credits.

**Pre-requisites:** Minimum grade of C- in MSP 2663.

**MSP 3701. Genres of Media Production. 4 Credit Hours.**

This intermediate level production course will build on the fundamental theories and practices learned in MSP 2701. Students will be challenged to grow and expand their skills in a specific storytelling mode. Sections will be dedicated to specific genres, and the genres covered will vary from semester to semester. Sample genres may include but are not limited to longform sports media, narrative entertainment and short documentary production. **NOTES:** Prior to registration, students should consult the course schedule for the semester in question to learn which genres are offered that term. Students may only repeat this course for credit if the genre is different from their previous enrollment and if they submit an MSP Petition Form to ensure that the credits are counted and applied correctly toward the proper major/degree requirements. The Petition Form and further details are available in the "Forms and Links" section of the Klein tab on the TUPortal.

**Repeatability:** This course may be repeated for additional credit.

**Pre-requisites:** Minimum grade of C- in MSP 2701.

**MSP 3705. Sound for Visual Media. 4 Credit Hours.**

Students will engage in the advanced methods and systems used for optimizing the quality of audio content for distribution in visual media formats. This course focuses on the process and techniques involved in producing and finalizing the audio content of television programs, video, film or video games. Time code, synchronization, ADR, field recording and mixing are covered. Digital formats are examined in the context of audio-for-video post-production. The student will bring together all elements of sound for a final production. Once all the sound is collected and edited the student will mix down to the final format. The final project's format can be surround sound, or stereo. The final project will be presented in a professional industry standard format.

**Repeatability:** This course may not be repeated for additional credits.

**Pre-requisites:** Minimum grade of C- in (MSP 2701 or MSP 2751)

**MSP 3709. Advanced Editing. 4 Credit Hours.**

This course concentrates on the principles and skills of digital editing for image and sound and provides students with the critical, technical and aesthetic framework needed to create and critique polished, edited work.

**Repeatability:** This course may not be repeated for additional credits.

**Pre-requisites:** Minimum grade of C- in MSP 2701.

**MSP 3711. Lighting For Media. 4 Credit Hours.**

This intermediate-level production course will focus on lighting techniques for a range of media including still photography, videography, and television production. From small market, low-budget production to high-end TV studio production, lighting directs attention, creates depth, and sets the mood for all visual media. The goal of this course is to strengthen students' abilities to visually enhance their media production work.

**Repeatability:** This course may not be repeated for additional credits.

**Pre-requisites:** Minimum grade of C- in MSP 2701.



**MSP 3721. On-Camera Performance. 4 Credit Hours.**

Students will learn on-camera performance techniques and attain practical experience in various on-air performance specialties. Students will use studio, field, and computer technologies. Students will increase competencies in on-camera performance, producing, and writing. Students will study techniques for effective on-camera presentation and will critically evaluate themselves, their classmates, and media professionals. Note: Prior to Fall 2025, this course was titled "Media Performance."

**Repeatability:** This course may not be repeated for additional credits.

**Pre-requisites:** Minimum grade of C- in MSP 1701.

**MSP 3751. Studio Music Recording Techniques. 4 Credit Hours.**

In this in-depth examination of recording and editing techniques in both the analog and digital domains, students gain hands-on experience on a larger format Digital Audio Workstation during the recording and overdubbing phases of production. Emphasis is placed on running actual sessions in a variety of settings. Additionally, much of the theory and technology involved in the digitization of audio are examined to provide a foundation on which students can build for the future.

**Repeatability:** This course may not be repeated for additional credits.

**Pre-requisites:** Minimum grade of C- in (MSP 2751 or MUST 4713)

**MSP 3755. Live Sound Production. 4 Credit Hours.**

Students will design, set up, and operate sound reinforcement systems for a variety of event settings, including small "coffeehouse" style rooms, nightclubs, and larger halls. Concepts and skills from earlier courses such as signal flow, acoustics, signal processing, microphone selection and placement, console operation, amplification, loudspeaker systems, and so on will be applied in the context of live events, planned to take place during class meeting periods.

**Repeatability:** This course may not be repeated for additional credits.

**Pre-requisites:** Minimum grade of C- in (MSP 2751 or MUST 4713)

**MSP 3771. Podcast and Radio Production. 4 Credit Hours.**

In all media, stories are told through sound and pictures. But stories and information shared exclusively through sound rely on a unique connection between creator and listener. Audio content has an intimacy that invites audiences to imagine. To connect with audiences who are streaming music while surfing the web, listening to podcasts while cooking dinner, or listening to the radio when driving, effective audio storytelling and audio production skills are required. In this course, students will apply sound design and technical skills gained in Audio for Media to the development of innovative podcast episodes, documentary storytelling, timely news reports, and ad spots for use in radio programs and streaming services.

**Repeatability:** This course may not be repeated for additional credits.

**Pre-requisites:** Minimum grade of C- in MSP 2751.

**MSP 3890. Intermediate Topics in Media Production. 2 to 4 Credit Hours.**

Specific topic varies each semester. Please view course subtitle or consult with instructor for details.

**Repeatability:** This course may be repeated for additional credit.

**Pre-requisites:** Minimum grade of C- in MSP 1701.

**MSP 4039. Senior Seminar. 3 Credit Hours.**

Professional development seminar designed to prepare students to enter the media workforce. Discussions of media occupations, resume writing, organizing a job search, networking, interviewing, and job preparedness. Guest lectures.

**Field of Study Restrictions:** Must be enrolled in one of the following Majors: Audio + Live Entertainment, Broadcasting/Telecom/Mass Medi, Media Studies and Production.

**Class Restrictions:** Must be enrolled in one of the following Classes: Junior 60 to 89 Credits, Senior 90 to 119 Credits, Senior/Fifth Year 120+ Credits.

**Repeatability:** This course may not be repeated for additional credits.

**MSP 4182. Independent Study. 1 to 4 Credit Hour.**

Available for students who wish to take on the study of a special topic that goes beyond those available through the regular curriculum of the major. NOTE: Topic must be proposed to a MSP faculty member who will supervise the study and approved by that faculty member and the department chair. Proposal forms are obtained through the MSP department office. May be taken once or repeatedly for up to 8 s.h.

**Repeatability:** This course may be repeated for additional credit.

**MSP 4221. Information Technology Policy. 3 Credit Hours.**

The course explores key policy and legal issues surrounding information and communication technology. These issues include privacy, digital copyright, free speech and internet governance. Because of recent developments regarding the adoption of artificial intelligence (AI), the course will spend significant time exploring equipping students with the tools to navigate and critically assess the legal and ethical challenges reshaping the industry. Students will examine the profound implications of information communication technology on legal frameworks through in-class discussions, case studies, and analysis of current events.

**Repeatability:** This course may not be repeated for additional credits.

**MSP 4226. Public Media. 3 Credit Hours.**

The term "public media" generally refers to non-commercial, non-profit media (television, radio, and digital) that produce and distribute programming content as a form of public service. An invention of the 20th century, public media were largely created by acts of governments and remain dependent on government funding. Their mission has been both idealistic and difficult to achieve: to serve the public good and to help people be better citizens in a democracy. This class explores the origins, programming, and challenges of public media. Following a media systems approach, this course examines public media and its commercial counterparts as institutions shaped by technology, politics, and economy; factors which today remain in flux. Our ultimate goal, therefore, is to assess the promise of public media in our rapidly changing media environment.

**Repeatability:** This course may not be repeated for additional credits.

**Pre-requisites:** Minimum grade of C- in MSP 1021.

**MSP 4252. Law and Ethics of Digital Media. 3 Credit Hours.**

Why should you want to study digital media law? Almost every behavior you (the individual) or you (the media professional) engage in online can become a legal or ethical quandary. This course is intended to introduce students to American law and regulation as it pertains to digital media (internet, mobile media, digital communication). Because legal issues permeate society, it is important for potential communication professionals to understand the principles of media law, both as observers of the judicial process and as potential participants in legal matters stemming from professional activities. As digital communication technologies integrate into our media landscape, new legal and ethical issues are being debated and new law is made every day. Historical perspectives will be discussed, but the primary focus of the class is on the current status of communicators' legal rights and the theoretical underpinnings on which they're based. This course will help you both as citizens and as prospective media professionals.

**Class Restrictions:** Must be enrolled in one of the following Classes: Junior 60 to 89 Credits, Senior 90 to 119 Credits, Senior/Fifth Year 120+ Credits.

**Repeatability:** This course may not be repeated for additional credits.

**MSP 4259. Capstone in Children's Media. 1 Credit Hour.**

This course serves as the capstone for the Children's Media Certificate. The student's capstone project must reflect the learning objectives and core themes of the children's media certificate. The capstone should be a project or research that will position the student positively in their career search.

**Repeatability:** This course may not be repeated for additional credits.

**Pre-requisites:** Minimum grade of C- in MSP 1251, (MSP 2451 or ADV 2451), and ADV 3006.

**MSP 4275. #ourmedia: Community, Activist, Citizens' and Radical Media. 3 Credit Hours.**

All over the world, people are taking media technologies out of the hands of corporations and using them in their own unique ways: neighbors in Germantown, Philadelphia run their own radio station; the Maori of New Zealand write, direct, and produce films and TV series that reflect their realities and dreams; young women and men in Egypt and Tunisia use social media to mobilize against authoritarian regimes; and indigenous people in rural Mexico developed their own cell phone network. This course will take you on a journey around the world, exploring indigenous media in Mexico, New Zealand and Canada; radical media in Egypt and Tunisia; citizens' media in Colombia, Chile, Brazil, and Argentina; and immigrant media in Europe and the U.S. We will consider what it means for communities to create new narratives about and for themselves, outside of dominant corporate media structures. Along the way, the course will introduce issues of production, funding, regulation, technology, and design relevant to community/alternative/citizens' media.

**Class Restrictions:** Must be enrolled in one of the following Classes: Junior 60 to 89 Credits, Senior 90 to 119 Credits, Senior/Fifth Year 120+ Credits.

**Repeatability:** This course may not be repeated for additional credits.

**MSP 4390. Advanced Topics in Institution Study. 1 to 4 Credit Hour.**

Specific topic; varies each semester. Please view course subtitle or consult with instructor for details.

**Repeatability:** This course may be repeated for additional credit.



**MSP 4425. Lesbian, Gay, Bisexual, Transgender, and Queer Media Representation. 3 Credit Hours.**

This class investigates the history of LGBTQ representation in a range of popular media since the 1960s - in news, film, television, marketing, comics, video games, and on the Internet. How have LGBTQ people been represented in popular media? What negative - and positive - stereotypes have characterized them? How have these images changed over time in different media? How can we account for these changes? This course introduces students to some of the major debates about LGBTQ representation in the United States, including how gender, race, class, and economic factors shape how we understand sexuality and its representation. We will look at both mainstream and alternative media to consider the role of LGBTQ producers and audiences in shaping queer images. We will consider on-going debates about visibility, stereotypes, camp, and the value and limits of "positive images." The class includes a strong emphasis on independent research; students will learn how to develop and carry out an original qualitative research project throughout the semester. NOTE: To request this course to count toward the Analysis concentration or the Critical Topics in Media content area, you must submit an MSP Petition Form. The Petition Form and further details are available in the "Forms and Links" section of the Klein tab on the TUPortal. Prior to Fall 2025, this course was titled "Lesbian, Gay, Bisexual and Transgender Representation in Popular Media."

**Class Restrictions:** Must be enrolled in one of the following Classes: Junior 60 to 89 Credits, Senior 90 to 119 Credits, Senior/Fifth Year 120+ Credits.

**Course Attributes:** SI

**Repeatability:** This course may not be repeated for additional credits.

**MSP 4446. Psychological Processing of Media. 3 Credit Hours.**

This is an advanced media analysis course in which students learn about research and theory concerning the contemporary psychological significance of media and mediated experience. Topics include attention, memory, comprehension, emotional response, arousal, picture perception, unconscious processing, and person perception as they relate to traditional media (e.g., print, radio, TV, film) as well as emerging media (e.g., telepresence, teleconferencing, virtual reality, virtual worlds).

**Class Restrictions:** Must be enrolled in one of the following Classes: Junior 60 to 89 Credits, Senior 90 to 119 Credits, Senior/Fifth Year 120+ Credits.

**Repeatability:** This course may not be repeated for additional credits.

**MSP 4453. The Role of Information in Society. 3 Credit Hours.**

This course examines emerging information and communication technologies (ICTs) and their social implications, including new media industries and stakeholder perspectives. It explores the impact of ICTs on society and its institutions, what these technologies reveal and what they obscure, how data are socially constructed, the modalities of technological infrastructure, and the constraints and affordances of ICTs for individuals and organizations. Topics covered may include self-tracking and wearable technologies and their impact on our bodies and identities, data visualization, open data, knowledge vs. information, surveillance and privacy, internet moderation and regulation, environmental impacts of ICTs, and new and old forms of labor in digital economies. Throughout, emphasis is placed on how data are socio-technical constructions manipulated and shaped by actors with different goals.

**Class Restrictions:** Must be enrolled in one of the following Classes: Junior 60 to 89 Credits, Senior 90 to 119 Credits, Senior/Fifth Year 120+ Credits.

**Repeatability:** This course may not be repeated for additional credits.

**MSP 4454. Media Campaigns for Social Change. 3 Credit Hours.**

This is an advanced course about the use of theory and research in the design, implementation and evaluation of public information campaigns conducted via mass and other media to promote positive social change. Students learn about key theories and research techniques regarding campaigns to affect knowledge, attitudes and behaviors on issues related to the individual, the social good, and collective betterment. Examples of media campaigns for social change and the issues or problems they address are smoking, drug abuse, safe sex, voter registration, recycling, animal welfare, disaster relief and many others. After accumulating knowledge and gaining an understanding of the key theories and methods of campaign design, students then apply this knowledge by creating, conducting and evaluating campaigns conducted on and off campus. Note: Prior to Fall 2025, this course was titled "Public Information Media Campaigns."

**Class Restrictions:** Must be enrolled in one of the following Classes: Junior 60 to 89 Credits, Senior 90 to 119 Credits, Senior/Fifth Year 120+ Credits.

**Repeatability:** This course may not be repeated for additional credits.

**MSP 4487. TUTV Practicum. 3 Credit Hours.**

This course exposes students to a wide range of skills and protocols required to manage, sustain and grow a public, educational, commercial, broadcast or cable television station. It examines scheduling, promotion, marketing, sales, content development, rights and clearances, standards and practices, partnership management, talent management and collective bargaining agreements. Students enrolled play a key role in the operation of Temple University Television (TUTV), and will work with the course instructor, engineering staffers and others to schedule the station, produce original content (variety, sports, reality, talk, & mini-doc's, etc.), re-version existing, historically relevant programs, create station promotion, develop marketing plans, as well as interact with guests from respected local, regional and national media organizations. The class will also concentrate on managing the collateral, new media platforms that operate in association with the television service. NOTE: This course requires instructor permission to register. Students should contact the instructor directly via email, and then, if approved to register, forward that approval to msp@temple.edu at which point the MSP department will register you and send you a confirmation.

**Repeatability:** This course may not be repeated for additional credits.

**Pre-requisites:** Minimum grade of C- in MSP 2701.

**MSP 4496. Media and Globalization. 3 Credit Hours.**

This course explores questions of media ownership, content, flow, cultural values, political power and technological impact in relation to one of today's most used but least understood terms: globalization. Lectures, discussions, class activities, videos/films and course readings focus on how history (colonialism, imperialism, international relations), industrialization (industrial vs. "developing"), political systems (more democratic vs. less democratic), economics (more privatization vs. less privatization), culture (religion, language and world view), and the strategies of global media corporations such as Disney and Netflix have influenced the ways media function in different countries and the ways media flow between countries. To do so, the course surveys mass communication systems in a variety of countries and examines the interrelationships between them.

**Course Attributes:** WI

**Repeatability:** This course may not be repeated for additional credits.

**Pre-requisites:** Minimum grade of C- in MSP 1021.

**MSP 4497. Media and Children. 3 Credit Hours.**

This is an advanced, writing intensive analysis course in which students learn about the history, economics, structure and regulation of media industries catering to a young audience and the evolving role of media in children's and families' lives. The possible effects of television, video games, comics and the Internet on children and youth are examined, including issues of gender, racial identity, violence, social learning, and consumerism.

**Class Restrictions:** Must be enrolled in one of the following Classes: Junior 60 to 89 Credits, Senior 90 to 119 Credits, Senior/Fifth Year 120+ Credits.

**Course Attributes:** WI

**Repeatability:** This course may not be repeated for additional credits.

**MSP 4533. Media, Ecology and Technology. 3 Credit Hours.**

Offered through Klein Global Opportunities (Klein GO!), this course is a living model for the merger of ecology, technology and the principles of sustainable design for cities. This course provides students with an understanding of the complex relations between media, ecology and technology, concentrating on the ecological impact of technology and consumer society, and how media shape our visions of nature, ecology, wilderness and technological civilization.

**Course Attributes:** SF

**Repeatability:** This course may not be repeated for additional credits.

**MSP 4540. Advanced Topics in Media Studies and Production. 3 Credit Hours.**

Topic varies.

**Class Restrictions:** Must be enrolled in one of the following Classes: Junior 60 to 89 Credits, Senior 90 to 119 Credits, Senior/Fifth Year 120+ Credits.

**Repeatability:** This course may be repeated for additional credit.

**MSP 4541. Mobile Media. 3 Credit Hours.**

Mobile technology is an increasingly important tool for modern communication. This course will take a critical exploration of the role of mobile communication in public life, in part by having students design their own mobile media. Throughout the course, we will explore the societal impact of mobile communication so that students can gain a deeper intellectual understanding of mobile communication in public life and its impact on issues such as social interaction, identity, privacy, sense of place, and surveillance. During the class examples of mobile media applications and services will be introduced. The course consists of conceptual and theoretical teachings, but also includes many practical and hands-on elements in the form of demonstrations of real-life mobile applications, conducted studies and projects. To teach preliminary practical mobile media production skills there will be exercises in mobile application concept design and in mobile application research.

**Class Restrictions:** Must be enrolled in one of the following Classes: Junior 60 to 89 Credits, Senior 90 to 119 Credits, Senior/Fifth Year 120+ Credits.

**Repeatability:** This course may not be repeated for additional credits.

**MSP 4571. International Studies in Media and Communication. 1 to 6 Credit Hour.**

Offered through Klein Global Opportunities (Klein GO) and taught outside of the U.S. This course is an immersive study of media and communication institutions, practices, norms, societal, governmental, and legal structures in a culture outside of the U.S. that is conducted during a Klein GO! program. Klein faculty lead students, while living abroad, in media consumption, in comparative analysis and evaluation of media and non-mediated communication, in interaction with local media and communication leaders in the program location. The specific aspects of media and communication to be covered will vary from city to city, and semester to semester, depending on the events of the day. NOTE: Available only to student participating in a Klein GO! Program. For more information and an application: students should visit the Klein GO! web site at <https://temple-smcsa.terradotta.com>.

**Repeatability:** This course may be repeated for additional credit.

**MSP 4572. British Media and Telecommunication. 3 to 6 Credit Hours.**

Offered through Klein Global Opportunities (Klein GO) and taught on site in London. Students study British Mass Media and Culture while living in a city founded in 43 A.D. NOTE: Offered only through Klein GO. For more information and an application, students should visit the Klein GO web site at <https://klein.temple.edu/study-away/apply>.

**Repeatability:** This course may be repeated for additional credit.

**MSP 4596. Temple Update Practicum. 4 Credit Hours.**

This practicum exposes students to the skills and protocols required to conceptualize, produce and deliver news for broadcast and across social media platforms. It is an intensive, hands-on production course simulating a newsroom operation in which students will learn to research and propose story ideas, conduct interviews, write, report and edit news stories and fill control room and studio positions including producer, director, audio, computer graphics, floor manager, studio camera operator, live remote producer and web producer. Students produce a weekly broadcast news show, Temple Update, created in cooperation with student volunteers. Note: Video editing is a skill students should know prior to taking this course. They should also be familiar with video cameras, tripods, and microphones for field production. This course is an undergraduate capstone course which incorporates knowledge and skills acquired in MSP or Journalism foundation, writing and production classes. It is also a Writing Intensive course, which places a premium on broadcast and web writing skills and effective revision. Prior volunteer experience with Temple Update is strongly recommended. In addition, this course requires instructor permission to register. Students should contact the instructor directly via email, and then, if approved to register, contact [msp@temple.edu](mailto:msp@temple.edu) and the MSP department will register you and send you a confirmation. Prior to Fall 2025, the course was titled "TV News Production Practicum - Temple Update."

**Class Restrictions:** Must be enrolled in one of the following Classes: Junior 60 to 89 Credits, Senior 90 to 119 Credits, Senior/Fifth Year 120+ Credits.

**Course Attributes:** WI

**Repeatability:** This course may not be repeated for additional credits.

**Pre-requisites:** Minimum grade of C- in MSP 2701.

**MSP 4597. OwlSports Update Productions Practicum. 4 Credit Hours.**

This OwlSports Update capstone class is a specialized course for students interested in a career in the writing, producing, and directing of sports programming. The class will be structured in a similar fashion to Temple Update or Comcast SportsNet's SportsNite. Students will create weekly 30-minute sportscasts aimed at informing viewers of important sports news, with an emphasis on Temple athletics. This is an intensive hands-on production course where students will experience the professional feel of a real sports programming environment that includes researching, writing and reporting, shooting, editing, producing and directing. Students will learn, firsthand, the realities of enterprising their own stories, working a locker room, handling deadline pressure and writing in a clear and unique style specifically required to communicate effectively in the sports world. NOTE: This course requires instructor permission to register. Students should contact the instructor directly via email, and then, if approved to register, the professor will coordinate with the advising office to register the student. Prior to Fall 2025, this course was titled "Sports Production Practicum."

**Class Restrictions:** Must be enrolled in one of the following Classes: Junior 60 to 89 Credits, Senior 90 to 119 Credits, Senior/Fifth Year 120+ Credits.

**Course Attributes:** WI

**Repeatability:** This course may not be repeated for additional credits.

**Pre-requisites:** Minimum grade of C- in (MSP 2701 or JRN 1113)

**MSP 4614. Creating a Media Business. 3 Credit Hours.**

This is an advanced level course that focuses on understanding the risks and rewards of starting a media-related small business. The course explores the general business strategies and tactics that are employed by successful small businesses, along with the particular requirements for creative media entrepreneurship.

**Class Restrictions:** Must be enrolled in one of the following Classes: Junior 60 to 89 Credits, Senior 90 to 119 Credits, Senior/Fifth Year 120+ Credits.

**Repeatability:** This course may not be repeated for additional credits.

**MSP 4641. Programming for Multiplatform Media. 3 Credit Hours.**

This course will explain the principles of programming and explore the fundamentals of scheduling content for distribution on broadcasting and cable television, video on demand, web pages, and emerging digital video platforms. We will investigate the protocols and cost of content acquisition, program placement, strategic promotions, and audience development. We will assess the influence of new audience measurement technology and qualitative research in structuring a schedule.

**Repeatability:** This course may not be repeated for additional credits.

**Pre-requisites:** Minimum grade of C- in MSP 1701.

**MSP 4657. Current Issues in Media Management. 3 Credit Hours.**

Changes in the media business, including technology, distribution, content platforms, business models, even in styles of managing people and teams require a new perspective and approach. This course combines lecture, vibrant class discussion, student presentations, personal reflection and guest speakers to explore and clarify these media business areas. The course will focus on three core questions: 1) What are the skills and behaviors reflected in successful media managers today with respect to technology, entrepreneurship, innovation, communication and content development? 2) What are your own managerial preferences & skills and how can you build upon them? 3) What is the relationship between media business trends and the changing role of the media manager?

**Class Restrictions:** Must be enrolled in one of the following Classes: Junior 60 to 89 Credits, Senior 90 to 119 Credits, Senior/Fifth Year 120+ Credits.

**Repeatability:** This course may not be repeated for additional credits.

**MSP 4663. Art and Business of Recording. 3 Credit Hours.**

An examination of the creative, business, and legal issues involved in the process of a music recording project from the perspective of the Record Producer. Students develop skills related to the understanding of music industry contracts, project budgeting and financing, copyright and publishing. Significant time is also spent analyzing current industry trends, developing leadership skills, and individual growth of a unique production style within an historical perspective.

**Class Restrictions:** Must be enrolled in one of the following Classes: Junior 60 to 89 Credits, Senior 90 to 119 Credits, Senior/Fifth Year 120+ Credits.

**Repeatability:** This course may not be repeated for additional credits.

**Pre-requisites:** Minimum grade of C- in MSP 1701.

**MSP 4682. Independent Projects. 1 to 4 Credit Hour.**

Available for students who wish to create a special project that goes beyond those available through the regular curriculum of the major. Topic must be proposed to and approved by an MSP faculty member who will supervise the study. Proposal forms are obtained through the MSP department office. NOTE: Topic must be proposed to an MSP faculty member who will supervise the study and approved by that faculty member and the department chair. Proposal forms are obtained through the MSP department office. May be taken once or repeatedly for up to 8 s.h.

**Repeatability:** This course may be repeated for additional credit.

**MSP 4687. Bell Tower Music Record Label Practicum. 4 Credit Hours.**

This is an intensive, practical course that involves students in the day-to-day operation of a functioning, commercial record label. Students, working in teams by department, will be responsible for all facets of label operation: talent scouting and development, production, marketing and management of a growing catalogue. Course work over the course of the semester involves identifying musical acts for the label to feature, producing music recordings for commercial release, and developing and delivering marketing plans, press releases, and other marketing and promotional materials as needed for both current projects and back catalogue. To serve those efforts, students will also produce recurring live events, and media content for TV and video streaming. Note: Prior to Fall 2025, this course was titled "Recording Industry Practicum."

**Class Restrictions:** Must be enrolled in one of the following Classes: Junior 60 to 89 Credits, Senior 90 to 119 Credits, Senior/Fifth Year 120+ Credits.

**Repeatability:** This course may not be repeated for additional credits.

**Pre-requisites:** Minimum grade of C- in (MSP 3663, MSP 3751, or STHM 3425)

**MSP 4690. Advanced Topics in Organizational Management. 2 to 8 Credit Hours.**

Specific topic; varies each semester. Please view course subtitle or consult with instructor for details.

**Repeatability:** This course may be repeated for additional credit.

**MSP 4696. Communication in Media Organizations. 3 Credit Hours.**

Whether managing the department of a television station or network, a broadband content site, a radio station or other media business, understanding how to work and lead within media organizations means understanding how to effectively communicate in this unique field. This course is designed to blend scholarship and foundational research on communication to explore communication skills within today's media organizations. It focuses on communication from the leader to the worker(s), from worker to the leader(s), from peer to peer, within teams, inside the structures and outside. It also covers differences in communication styles and their effectiveness in large organizations, moderate and small businesses, team settings, cyber teams and when working independently. Topics include conflict resolution, managing cross-cultural workplaces, the impact of technology, online communication, emotions in the workplace, and current global trends. As an online class, work will consist of independent readings, weekly postings to a course online discussion board, online live chats, writing video commentaries, content review exams and a final project on a related topic.

**Class Restrictions:** Must be enrolled in one of the following Classes: Junior 60 to 89 Credits, Senior 90 to 119 Credits, Senior/Fifth Year 120+ Credits.

**Course Attributes:** WI

**Repeatability:** This course may not be repeated for additional credits.

**MSP 4701. Producing and Directing. 4 Credit Hours.**

Welcome to this advanced-level course in the theory and practice of television producing and directing. Students will work in teams to produce a quality television program from inception to completion. This process involves writing for TV, casting, filming and editing. Students will end the semester with a complete narrative project to add to their professional portfolio.

**Repeatability:** This course may not be repeated for additional credits.

**Pre-requisites:** Minimum grade of C- in MSP 3701.

**MSP 4703. Multimedia Production for Corporations and Non-Profits. 4 Credit Hours.**

This is an advanced level production course in which students study the various techniques and practices involved in the production of media for corporations and non-profit organizations. Students will be involved in all three phases of production: pre-production involving research and development of strategies to scripts and storyboards, to production and post-production. Students will be required to work both individually and in groups to complete video, audio, mixed media and web projects. Students may have the opportunity to produce projects for clients within the university or the community. This course will provide students with the opportunity to produce content for their portfolio, providing them an opportunity to stand out as they seek their first jobs in media production or related fields.

**Repeatability:** This course may not be repeated for additional credits.

**Pre-requisites:** Minimum grade of C- in (MSP 2701 and MSP 2741)

**MSP 4741. Emergent Media Production. 4 Credit Hours.**

Welcome to Emergent Media Production, a hands-on production studio/theory course in which students design and produce creative work using new and emerging storytelling technologies. This course is for students who already possess intermediate skills in media creation and are interested in furthering their skills and exploring new and innovative media technologies.

**Repeatability:** This course may not be repeated for additional credits.

**Pre-requisites:** Minimum grade of C- in (MSP 2701, MSP 2741, or MSP 2751)

**MSP 4751. Audio Mixing. 4 Credit Hours.**

An intensive, hands-on examination of advanced music mixing and signal processing techniques, including mix automation and preparation of files for export to various media formats. Students will create both small-format, manual analog and large-format, fully automated digital mixes of music from various genres for both stereo and multichannel surround formats.

**Repeatability:** This course may not be repeated for additional credits.

**Pre-requisites:** Minimum grade of C- in (MSP 2751 or MUST 4713)

**MSP 4753. Audio Mastering. 4 Credit Hours.**

Students will engage in the advanced methods and systems used for optimizing the quality of audio content for distribution in various media formats. They will study gain structure, compression, equalization and other techniques as applied to the audio mastering process. Students will gain a functional understanding of preparation of audio files that are compliant with contemporary delivery standards, optimum working levels for the various delivery methods of audio, and methods to navigate the various problems that are addressed in the mastering process. Processes of editing music, or "editing on the beat" will also be discussed.

**Repeatability:** This course may not be repeated for additional credits.

**Pre-requisites:** Minimum grade of C- in (MSP 2751 or MUST 4713)

**MSP 4785. Internship. 3 or 4 Credit Hours.**

Students undertake paid or unpaid internships at compatible media organizations that provide professional experience in an industry, business or university office setting. These experiences increase awareness of business principles and practices and provide insight into the professional arena. Supervised by MSP Internship Directors, this asynchronously taught course features on-site experience supplemented by academic coursework that includes discussion posts, one-on-one meetings with the professor and development of an e-portfolio as well as two evaluations of the intern by the site supervisor. NOTE: To be registered for this internship, you must apply using the MSP Verification Form. In addition to course prerequisites, students must review the "MSP Internship" documents in the "Forms and Links" section of the Klein tab in the TUportal and submit a course credit verification request form for review of their academic prerequisites.

**Field of Study Restrictions:** Must be enrolled in one of the following Majors: Audio + Live Entertainment, Media Studies and Production.

**Class Restrictions:** Must be enrolled in one of the following Classes: Junior 60 to 89 Credits, Senior 90 to 119 Credits, Senior/Fifth Year 120+ Credits.

**Repeatability:** This course may be repeated for additional credit.

**Pre-requisites:** Minimum grade of C- in (CMST 2111, Complete 3 of the following: MSP 1701, (MUST 1701 or MUST 1711), and MSP 2663, or Complete 3 of the following: (MSP 1021 or JRN 1111), MSP 1655, and MSP 1701)

**MSP 4786. Internship. 1 to 3 Credit Hour.**

As an elective, students undertake paid or unpaid internships at compatible media organizations which provide experience in an industry or business setting, increase awareness of business principles and practices, and provide insight into the professional arena. This course requires the student to identify goals and objectives, participate in discussion posts related to their experience, meet with the faculty instructor during the semester, have their site supervisor submit two evaluations and submit a final project as determined by the student and instructor. NOTE: To be registered for this internship, you must apply using the MSP Verification Form. In addition, you must be an MSP or ALE major of at least junior or senior standing, have completed (with a minimum grade of C-) MSP 4785, and have at least a cumulative GPA average of 3.00. For further details and registration request instructions/forms, review the "MSP Internship" documents in the "Forms and Links" section of the Klein tab on the TUPortal.

**Field of Study Restrictions:** Must be enrolled in one of the following Fields of study: Audio + Live Entertainment, Media Studies and Production.

**Class Restrictions:** Must be enrolled in one of the following Classes: Junior 60 to 89 Credits, Senior 90 to 119 Credits, Senior/Fifth Year 120+ Credits.

**Repeatability:** This course may be repeated for additional credit.

**Pre-requisites:** Minimum grade of C- in MSP 4785.



**MSP 4787. Television Production Workshop Practicum. 3 Credit Hours.**

Students develop and produce programs ranging from weekly long-form programs that are primarily shot in the field to studio-based productions. The focus is on the production team: students pitch story ideas and the class functions as a management team, making decisions on which programs will be produced during the term. NOTE: This course requires instructor permission to register. Students should contact the instructor directly via email, and then, if approved to register, forward that approval to msp@temple.edu at which point the MSP department will register you and send you a confirmation.

**Repeatability:** This course may not be repeated for additional credits.

**Pre-requisites:** Minimum grade of C- in MSP 2701.

**MSP 4796. Creative Scriptwriting. 3 Credit Hours.**

This course is designed to introduce students to the fundamentals of developing and writing original scripts for television and media. The course emphasizes proper scriptwriting formats, exploration of themes, the development of story, plot, dialogue, and character development, as well as theories, methods, and practices in writing and developing original scripts.

**Class Restrictions:** Must be enrolled in one of the following Classes: Junior 60 to 89 Credits, Senior 90 to 119 Credits, Senior/Fifth Year 120+ Credits.

**Course Attributes:** WI

**Repeatability:** This course may not be repeated for additional credits.

**Pre-requisites:** Minimum grade of C- in MSP 3196.

**MSP 4887. WHIP Radio Practicum. 3 Credit Hours.**

An immersive, hands-on course directly involving students in both on-air and behind-the-scenes operations of Temple's 24/7 streaming station, WHIP Radio, which is heard on the iHeart platform throughout the U.S., Canada and Mexico. Students working both in teams and individually will be responsible for the content that will air through various hours on the station, including live broadcasts. They will develop and schedule programs of music, sports, entertainment and news. They will also create on-air imaging and promotion segments for WHIP with a marketing plan to reach the station's target audience. Note: Prior to Fall 2025, this course was titled "Radio Production Practicum."

**Repeatability:** This course may be repeated for additional credit.

**Pre-requisites:** Minimum grade of C- in MSP 2751.

**MSP 4890. Advanced Topics in Media. 2 to 8 Credit Hours.**

Specific topic; varies each semester. Please view course subtitle or consult with instructor for details.

**Repeatability:** This course may be repeated for additional credit.

**MSP 4990. Honors Special Topics. 4 Credit Hours.**

Networking and individual career guidance for honors students. Variable topics. For information on this course, contact the MSP office.

**Cohort Restrictions:** Must be enrolled in one of the following Cohorts: SCHONORS, UHONORS, UHONORSTR.

**Course Attributes:** HO

**Repeatability:** This course may be repeated for additional credit.