

# Media Studies & Production (MSP)

---

## Courses

### **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.**

From the music of Shakira and Pitbull to Bart Simpson's bad Spanish (no problemo!) and the cross-over appeal of Modern Family's Sofia Vergara, Latin American influences are increasingly evident in U.S. media and culture. The influence goes both ways: U.S. media and culture have had great impact in Latin America. This class focuses on Latin American media as key institutions within the region and also as they interact with the United States. Media systems are so intertwined with society that understanding them requires understanding where they come from, so we will look at Latin America itself first - Where is it? What are its characteristics? The class will then examine Latin American media and the ways that Latin American people have reacted to U.S. influence. We will also explore the growing presence of Latino media in the U.S. and in Philadelphia. NOTE: This course fulfills the World Society (GG) requirement for students under GenEd and International Studies (IS) for students under Core.

**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-majors an introduction to basic video and audio production that will equip students from across campus with the ability to produce meaningful and aesthetically sound video content. The goal of the course is for individual students to develop their ability to conceptualize video projects, capture quality images and sound, and edit those elements together in coherent and communicative ways.

**College Restrictions:** May not be enrolled in one of the following Colleges: Media & Comm, Klein College.

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

### **MSP 1011. 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. NOTE: For MSP majors and Communication Studies majors; must be taken during first 45 credit hours in degree program.

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

### **MSP 1021. Media and Society. 3 Credit Hours.**

This is an introductory course that focuses on the past, present, and future roles of media in society. The course explores the complex relationships between media and society, especially in light of prevailing technological and cultural conditions in the U.S. and around the world. It also provides an introduction to specific approaches for being more enlightened consumers and producers of mass media messages by strengthening skills of reasoning, research, critical thinking, creativity, and writing. NOTE: For MSP majors and Communication Studies majors; must be taken during first 45 credit hours in degree program.

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

### **MSP 1655. The Business of Media. 3 Credit Hours.**

This course is an introduction to the media structures and managerial roles and responsibilities in the electronic media industries, including radio, television, cable, satellite, online and mobile. Understanding the financial implications leading to profitability of media entities and challenges facing non-profit entities will be considered. Other issues covered include; how media managers are influenced by the changing media landscape, the role of government, and the impact of technology on the future of media. Class discussions draw on information from books on media management, current media industry magazines & websites, media content from a wide variety of sources, guest speakers, the real world executive media management experience of the professor, and the life and work experiences of the class. The course focuses on four broad areas influencing the media industry: managerial practices, content development, organizational structure, and business/revenue models.

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

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

An introduction to visual aesthetics, communication design and other concepts relevant to the world of digital media. Students are introduced to various multimedia applications (Adobe Photoshop, WordPress, Audacity and Final Cut Pro) 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 2141. Media Research. 3 Credit Hours.**

This class is an introduction to research, focusing on media communication. Topics include the research process itself - identifying a research question, selecting a research method, defining terms, sampling, data collection, presentation of results - and research settings - institutional, academic, journalistic. The focus is on media research, including preproduction research, ratings and other types of audience measurement.

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

**Pre-requisites:**

MSP 1011|Minimum Grade of C-|May not be taken concurrently  
OR CMST 2111|Minimum Grade of C|May not be taken concurrently  
OR CRCM02 Y|May not be taken concurrently.

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

This course critically examines the relationship of the media to a cultural form that has been both dismissed as trivial and condemned as debasing: popular culture. Of particular interest is the media's role in the production and consumption of this cultural form. 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, novels, magazines, comics, web pages, online videos 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 non-European cultural formations such as anime from Japan, Bollywood films from India, and Latin pop music from Central and South America.

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

**Pre-requisites:**

MSP 1021|Minimum Grade of C-|May not be taken concurrently  
OR CMST 2111|Minimum Grade of C|May not be taken concurrently  
OR CRCM02 Y|May not be taken concurrently.

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

This course provides an examination of the business and legal structures of the Recording Industry in the context of the wider Music Business. The economic underpinnings and organizational configuration of the industry will be examined, along with the functioning of the various roles and job positions involved in the industry. Significant time is spent analyzing copyright law, the publishing process, and consumer trends in music consumption and purchase.

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

**Pre-requisites:**

MSP 1655|Minimum Grade of C-|May not be taken concurrently.

**MSP 2701. Introduction to Media Production. 4 Credit Hours.**

This is an introductory level production course in which students study the various techniques and practices involved with creating and understanding media production. Students become familiar with all of the basic aspects of television production in its three stages: pre-production, production and post-production. Student will be required to work both individually and in groups to complete various studio and field projects throughout the semester. Students will also gain an understanding of the ethical issues faced in creating such media.

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

**Pre-requisites:**

MSP 1701|Minimum Grade of C-|May not be taken concurrently.

**MSP 2721. Voice-Over 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 books on tape.

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

**Pre-requisites:**

MSP 1701|Minimum Grade of C-|May not be taken concurrently.

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

The purpose of this course is to develop a deeper understanding of online media and the social, legal and cultural issues of the Internet. This is an introductory course to web design and digital media that explores the practical applications and the theoretical implications of the Internet and how it compares to "traditional" media. It examines several Internet developments and topics such as media convergence and web 2.0 applications, and explores their economic, social, and cultural implications. Students design their own web sites using web authoring software.

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

**Pre-requisites:**

MSP 1701|Minimum Grade of C-|May not be taken concurrently.

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

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:**

MSP 1701|Minimum Grade of C-|May not be taken concurrently.

**MSP 2889. Field Experience in Youth Media and Media Literacy. 3 Credit Hours.**

This course provides students with a community learning experience helping children and teens build their communication, media production and critical thinking skills. Students spend time each week in a school or after school setting, providing assistance to teachers and students. They reflect on the role of media and technology in the lives of youth and gain experience through direct engagement with teaching, learning and exploring the creativity and skills inherent in the practice of media literacy education.

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

**Pre-requisites:**

MSP 1701|Minimum Grade of C-|May not be taken concurrently.

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

An intensive course that stresses writing fundamentals while encouraging students to express themselves in many forms of writing from blogs, to essays, to scripts and more, with a special emphasis on writing for broadcast and other forms of production. Students read their work in class, work in groups, and meet with the instructor for personal critiques.

**Course Attributes:** WI

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

**MSP 3225. Educational Multimedia Production. 3 Credit Hours.**

Examination of the educational media industry. Students create multimedia productions for education clients. Each semester, students may produce videos, websites, or online games that support the practice of teaching and learning.

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

**Pre-requisites:**

(MSP 1011|Minimum Grade of C-|May not be taken concurrently  
AND MSP 1701|Minimum Grade of C-|May not be taken concurrently)

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

This course explores international communication, intercultural competence, 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 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.

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

**Pre-requisites:**

(MSP 1011|Minimum Grade of C-|May not be taken concurrently  
AND MSP 1021|Minimum Grade of C-|May not be taken concurrently)  
OR CMST 2111|Minimum Grade of C|May not be taken concurrently  
OR CRCM02 Y|May not be taken concurrently.

**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.

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

**Pre-requisites:**

MSP 1011|Minimum Grade of C-|May not be taken concurrently  
OR CMST 2111|Minimum Grade of C|May not be taken concurrently  
OR CRCM02 Y|May not be taken concurrently.

**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 natural resource exploitation and sustainability, and framed modern lifestyles.

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

**Pre-requisites:**

MSP 1021|Minimum Grade of C-|May not be taken concurrently  
OR CMST 2111|Minimum Grade of C|May not be taken concurrently  
OR CRCM02 Y|May not be taken concurrently.

**MSP 3572. Communication and Development. 3 Credit Hours.**

The purpose of this course is to develop an understanding of the relationship between communication and development in different political, social, and cultural settings. We will read about historical trends, economic structures, culture, and communication development models and theories in different parts of the world - Asia, Africa and Latin America, as well as in our hometown of Philadelphia.

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

**Pre-requisites:**

MSP 1011|Minimum Grade of C-|May not be taken concurrently  
OR CMST 2111|Minimum Grade of C|May not be taken concurrently  
OR CRCM02 Y|May not be taken concurrently.

**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:**

(MSP 1011|Minimum Grade of C-|May not be taken concurrently  
AND MSP 1021|Minimum Grade of C-|May not be taken concurrently  
AND MSP 1701|Minimum Grade of C-|May not be taken concurrently)

**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:**

MSP 1011|Minimum Grade of C-|May not be taken concurrently.

**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:**

MSP 1655|Minimum Grade of C-|May not be taken concurrently.

**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 doing so in the digital age. Topics include publicity, promotion, the roles of radio, grass-roots efforts, social networking and other "new media" in the process of bringing entertainment products to market. Students, working in groups, 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.

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

**Pre-requisites:**

MSP 1655|Minimum Grade of C-|May not be taken concurrently  
OR CMST 2111|Minimum Grade of C|May not be taken concurrently  
OR CRCM02 Y|May not be taken concurrently.

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

This intermediate level production course will build on the fundamental theories and practices learned in 2701. Sections will be dedicated to specific genres, and the genres covered will vary from semester to semester. Students are advised to consult the section subtitles prior to registering.

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

**Pre-requisites:**

MSP 2701|Minimum Grade of C-|May not be taken concurrently.

**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:**

MSP 2701|Minimum Grade of C-|May not be taken concurrently  
OR MSP 2751|Minimum Grade of C-|May not be taken concurrently.

**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:**

MSP 2701|Minimum Grade of C-|May not be taken concurrently.

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

This intermediate-level production course will focus on media 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:**

MSP 2701|Minimum Grade of C-|May not be taken concurrently.

**MSP 3721. Media Performance. 4 Credit Hours.**

Students will learn advanced on-camera performance techniques and get practical experience in various television performance specialties. Students will use studio, field, and computer technologies. Students will increase competencies in on-camera performance, producing, and writing for television. Students will study techniques for effective on-camera presentation and will critically evaluate themselves, their classmates, and media professionals.

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

**Pre-requisites:**

MSP 1701|Minimum Grade of C-|May not be taken concurrently.

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

An in-depth examination of recording and editing techniques in which students gain hands-on experience on a high-end Digital Audio Workstation during the recording and overdubbing phases of production. Emphasis is placed on running actual sessions in a variety of settings including music and sound for media production. Discussion regarding approaches to file management, time management and effective interaction with performers are interwoven throughout all production work.

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

**Pre-requisites:**

MSP 2751|Minimum Grade of C-|May not be taken concurrently.

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

In all media, stories are primarily told in the sound; and large audiences will continue to desire information and entertainment content with which to engage when their eyes are otherwise occupied... we stream music while surfing the web, we listen to podcasts while cooking dinner, and listen to the radio when driving. In this course, students will apply sound design and technical skills gained in Audio for Media to the creation of podcast episodes, documentaries, news reports, and ad spots for use in radio programs and streaming services. Note: Prior to fall 2017, the course title was "Radio."

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

**Pre-requisites:**

MSP 2751|Minimum Grade of C-|May not be taken concurrently.

**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:**

MSP 1701|Minimum Grade of C-|May not be taken concurrently.

**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. NOTE: Enrollment limited.

**Field of Study Restrictions:** Must be enrolled in one of the following Majors: 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 4153. Media Criticism. 3 Credit Hours.**

This upper level course examines the multiple ways in which media have been analyzed and critiqued by the social sciences, the humanities, and media theorists. Students are exposed to different theories about media's intellectual, cultural, and socio-economic functions in society. Students are challenged to expand their understanding of how mass media shape the way we understand our world and ourselves. The course explores issues of media's role in a democratic society, media and representation (aesthetics and "voice" as well as issues of race, ethnicity, gender, sexuality), media and violence, media and science, media and ecology, and media and consumer culture.

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

**Pre-requisites:**

(MSP 1011|Minimum Grade of C-|May not be taken concurrently  
AND MSP 1021|Minimum Grade of C-|May not be taken concurrently)  
OR CMST 2111|Minimum Grade of C|May not be taken concurrently  
OR CRCM02 Y|May not be taken concurrently.

**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.**

As business and everyday practices become increasingly mediated by communication and information technologies it is important that we critically examine technologies and policies that work in tandem to regulate human behavior. Policy and law form part of the social infrastructure that enables information and communication technologies to work in certain ways and prevents them from working in other. The course explores key policy and legal issues surrounding information and communication technology. These issues include privacy, digital copyright, and internet governance.

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

**Pre-requisites:**

MSP 1011|Minimum Grade of C-|May not be taken concurrently  
OR CMST 2111|Minimum Grade of C|May not be taken concurrently  
OR CRCM02 Y|May not be taken concurrently.

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

In a media-saturated world filled with hundreds of cable channels, satellite radio, broadband networks and user-generated content, what is the role of public media? What role should public media play in providing educational content, if any? Should public media concern itself with entertainment and competition with commercial media-outlets? Should it be responsible for creating the "public square" of diverse voices so important for a democratic society? This course will explore the evolution of public media, from the Habermas' notion of a "public sphere," to the start of public broadcasting in the late-1960's, to its contemporary term, public media. The course will consider the original purpose of public broadcasting (as stated in the Carnegie Commission report) and debate the best purpose for its future.

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

**Pre-requisites:**

MSP 1021|Minimum Grade of C-|May not be taken concurrently  
OR CMST 2111|Minimum Grade of C|May not be taken concurrently  
OR CRCM02 Y|May not be taken concurrently.

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

This course is intended to introduce students to American law and regulation as it pertains to digital media (Internet, mobile, multimedia, satellite, 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 the new communication technologies become more integrated 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.

**Pre-requisites:**

MSP 1701|Minimum Grade of C-|May not be taken concurrently  
OR CMST 2111|Minimum Grade of C|May not be taken concurrently  
OR CRCM02 Y|May not be taken concurrently.

**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.

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

**Pre-requisites:**

MSP 1021|Minimum Grade of C-|May not be taken concurrently  
OR CMST 2111|Minimum Grade of C|May not be taken concurrently  
OR CRCM02 Y|May not be taken concurrently.



**MSP 4296. History of Electronic Media. 3 Credit Hours.**

Examines the origins, development and current status of electronic, mass and interpersonal media. From the invention of the telephone and the advent of radio and television to the creation of advanced digital devices and wireless systems, the course explores the media technology that changed the world and our lives. This class focuses on the social, economic, organizational, regulatory, creative and ethical issues that have challenged media practitioners, and the consumers they serve, in historical and political contexts. Students learn about the innovative figures whose manifold contributions have shaped the current media environment. The creation of content for these platforms is also covered, as well as a topical and critical look at events and issues in media history as they happen. The very notion of mass media is being redefined on a daily basis. This class is designed to help you develop the tools required for you to formulate your personal and professional vision for the future of media.

**Course Attributes:** WI

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

**Pre-requisites:**

MSP 1021|Minimum Grade of C-|May not be taken concurrently  
OR CMST 2111|Minimum Grade of C|May not be taken concurrently  
OR CRCM02 Y|May not be taken concurrently.

**MSP 4324. 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 - the pre-occupation of young males mostly - to its status today as a popular-culture phenomenon. We will discuss the theories developed in recent years to understand the impact of this new media on society, the cultures that have arisen around its consumption and production, and a critical analysis of content. During this course you will also be asked to play a game of your choosing, join/observe the online communities associated with that game, and write a term paper based on your readings and experience.

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

**Pre-requisites:**

(MSP 1011|Minimum Grade of C-|May not be taken concurrently  
AND MSP 1701|Minimum Grade of C-|May not be taken concurrently)  
OR CMST 2111|Minimum Grade of C|May not be taken concurrently  
OR CRCM02 Y|May not be taken concurrently.

**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, and Transgender Representation in Popular Media. 3 Credit Hours.**

This class investigates the history of LGBT representation in a range of popular media since the 1960s—in news, film, television, marketing, comics, video games, and on the Internet. How have LGBT 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 LGBT 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 LGBT 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.

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

**MSP 4445. 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.

**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:**

MSP 1021|Minimum Grade of C-|May not be taken concurrently  
OR CMST 2111|Minimum Grade of C|May not be taken concurrently  
OR CRCM02 Y|May not be taken concurrently.

**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.

**Pre-requisites:**

(MSP 1011|Minimum Grade of C-|May not be taken concurrently  
AND MSP 1021|Minimum Grade of C-|May not be taken concurrently)  
OR CMST 2111|Minimum Grade of C|May not be taken concurrently  
OR CRCM02 Y|May not be taken concurrently.

**MSP 4453. Information Society. 3 Credit Hours.**

This course examines tensions, policies, issues, and theories relating to the global information society, also referred to as the knowledge society, the post-industrial society, or the post-modern society. The term "information society" points to the increasing influence of the role of information and communication technology (ICT) in our society. Students will explore the historical development of the information society, and develop a critical understanding of the contemporary debates surrounding the global information society tied to economics, ownership and regulation.

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

**Pre-requisites:**

MSP 1021|Minimum Grade of C-|May not be taken concurrently  
OR CMST 2111|Minimum Grade of C|May not be taken concurrently  
OR CRCM02 Y|May not be taken concurrently.

**MSP 4454. Public Information Media Campaigns. 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. Students learn about key theories and research techniques regarding campaigns to affect knowledge, attitudes and behaviors on issues related to the individual and social good such as smoking, drug abuse, safe sex, recycling, animal welfare, disaster relief and many others. They then apply this knowledge by creating, conducting and evaluating a complete campaign conducted on campus.

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

**Pre-requisites:**

MSP 1011|Minimum Grade of C-|May not be taken concurrently  
OR CMST 2111|Minimum Grade of C|May not be taken concurrently  
OR CRCM02 Y|May not be taken concurrently.

**MSP 4455. New Media Literacies. 3 Credit Hours.**

Examines intersection of education and participatory culture, literacy and technology change, the knowledge gap, informal learning and knowledge communities, emerging social skills and cultural competencies.

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

**Pre-requisites:**

(MSP 1011|Minimum Grade of C-|May not be taken concurrently  
AND MSP 1021|Minimum Grade of C-|May not be taken concurrently  
AND MSP 1701|Minimum Grade of C-|May not be taken concurrently)

**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.

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

**Pre-requisites:**

MSP 2701|Minimum Grade of C-|May not be taken concurrently.

**MSP 4496. Global Media. 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 (communism vs. democracy), economics (public vs. private) and culture (religion, language & world view) have shaped communication systems in Africa, Asia, Canada, Europe and Latin America. To do so, the course surveys media systems in industrialized, newly industrialized and developing countries and examines the interrelationship between "global culture" & local culture as related to mass media.

**Course Attributes:** WI

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

**Pre-requisites:**

(MSP 1011|Minimum Grade of C-|May not be taken concurrently  
AND MSP 1021|Minimum Grade of C-|May not be taken concurrently)  
OR CMST 2111|Minimum Grade of C|May not be taken concurrently  
OR CRCM02 Y|May not be taken concurrently.

**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.

**Pre-requisites:**

(MSP 1011|Minimum Grade of C-|May not be taken concurrently  
AND MSP 1021|Minimum Grade of C-|May not be taken concurrently)  
OR CMST 2111|Minimum Grade of C|May not be taken concurrently  
OR CRCM02 Y|May not be taken concurrently.

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

Offered through Klein Global Opportunities and taught on site in Arcosanti, AZ, 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; how media shape our visions of nature, ecology, wilderness, and technological civilization.

**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.

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

**Pre-requisites:**

MSP 1701|Minimum Grade of C-|May not be taken concurrently  
OR CMST 2111|Minimum Grade of C|May not be taken concurrently  
OR CRCM02 Y|May not be taken concurrently.

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

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. Available only to student participating in a Klein GO! Program.

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

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

Students spend a semester studying British Mass Media and Culture while living in a city founded in 43 A.D. For more information and an application, students should visit the SMC web site at [www.temple.edu/smc](http://www.temple.edu/smc). NOTE: Offered only through the Temple London Program.

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

**MSP 4596. TV News Production Practicum - Temple Update. 4 Credit Hours.**

This practicum exposes students to the skills and protocols required to conceptualize, produce and deliver television news. 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 and web producer. Students produce a weekly broadcast news show, Temple Update, created in cooperation with student volunteers. Note: Digital video editing is a skill students should know prior to taking this course. They should also be familiar with digital video cameras, tripods, and microphones for field production. Prior volunteer experience with Temple Update is strongly recommended.

**Course Attributes:** WI

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

**Pre-requisites:**

MSP 2701|Minimum Grade of C-|May not be taken concurrently.

**MSP 4597. Sports Production 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 a weekly 30-minute sportscast aimed at informing viewers of important sports news, with an emphasis on the local professional and college teams, including Temple athletics. This is an intensive hands-on production course where students will experience the real-world 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.

**Course Attributes:** WI

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

**Pre-requisites:**

MSP 2701|Minimum Grade of C-|May not be taken concurrently.

**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:**

MSP 1701|Minimum Grade of C-|May not be taken concurrently.

**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?

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

**Pre-requisites:**

MSP 1655|Minimum Grade of C-|May not be taken concurrently  
OR CMST 2111|Minimum Grade of C|May not be taken concurrently  
OR CRCM02 Y|May not be taken concurrently.

**MSP 4663. Art and Business of Record Production. 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:**

MSP 1701|Minimum Grade of C-|May not be taken concurrently.

**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. Recording Industry Practicum. 3 Credit Hours.**

An intensive, practical course that involves students in the day-to-day operation of our student-run record label, Bell Tower Music. Students will search for talent, contract performers, facilitate business affairs, oversee the production of a marketable product, develop marketing efforts, and promote musical acts to the public. Regular marketing activities include hosting a WHIP radio show, hosting a TUTV program, mounting live events, creating music videos, and developing content for and maintaining the label's social networking sites and the belltowermusic.com web site.

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

**Pre-requisites:**

MSP 3663|Minimum Grade of C-|May not be taken concurrently  
OR MSP 3751|Minimum Grade of C-|May not be taken concurrently.

**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 company, understanding how to work and lead within media organizations means understanding how to be an effective communicator for this unique field. This course is designed to blend the scholarship and foundational research on communication to explore communication skills within today's media organizations. It focuses on communication from leader to worker(s), from worker to 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.

**Course Attributes:** WI

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

**Pre-requisites:**

MSP 1655|Minimum Grade of C-|May not be taken concurrently  
OR CMST 2111|Minimum Grade of C|May not be taken concurrently  
OR CRCM02 Y|May not be taken concurrently.

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

Capstone Course in theory and practice of television producing and directing techniques. Students will pitch original project ideas and work in small groups as a production company, focusing on longform works of TV/video production and will produce a quality television program from inception to completion. Students will also engage in writing for TV, casting, and editing in order to develop a professional and creative portfolio piece.

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

**Pre-requisites:**

MSP 3701|Minimum Grade of C-|May not be taken concurrently.

**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 media for corporations and non-profit organizations. Students work through the three phases of production: pre-production, 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.

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

**Pre-requisites:**

(MSP 2701|Minimum Grade of C-|May not be taken concurrently  
AND MSP 2741|Minimum Grade of C-|May not be taken concurrently)

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

MSP 4741 is a hands-on production studio/theory course in which students use new and emerging software and technologies to create web-based and mobile productions. The course involves lecture, discussion, demos, weekly blogs and project critiques. Mode: Hybrid (half online).

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

**Pre-requisites:**

(MSP 1701|Minimum Grade of C-|May not be taken concurrently  
AND MSP 2741|Minimum Grade of C-|May not be taken concurrently)

**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:**

MSP 3751|Minimum Grade of C-|May not be taken concurrently.

**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:**

MSP 3751|Minimum Grade of C-|May not be taken concurrently.

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

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. Supervised by MSP Internship Directors. Goals/objectives statement, two papers and evaluation of supervisor by student plus two evaluations of intern by site supervisor are required. For details, see <http://smc.temple.edu/msp/internships/>. NOTE: To register for this internship, you must be a MSP major of junior or senior standing; have completed MSP 1011, 1021 and 1701; and have at least a 2.75 MSP average.

**Field of Study Restrictions:** Must be enrolled in one of the following Majors: 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:**

(MSP 1011|Minimum Grade of C-|May not be taken concurrently)  
AND (MSP 1021|Minimum Grade of C-|May not be taken concurrently  
OR JRN 1111|Minimum Grade of C-|May not be taken concurrently)  
AND (MSP 1701|Minimum Grade of C-|May not be taken concurrently)

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

As an elective, students undertake a 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. Goals/objectives statement, two papers and evaluation of supervisor by student plus two evaluations of intern by site supervisor are required. NOTE: To register for this internship, you must be a MSP or BTMM major of junior or senior standing; have completed BTMM/MSP 4785 or practicum; have at least a 2.75 BTMM/MSP average; and have permission of the internship director.

**Field of Study Restrictions:** Must be enrolled in one of the following Fields of study: 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 be repeated for additional credit.

**Pre-requisites:**

MSP 4785|Minimum Grade of C-|May not be taken concurrently.

**MSP 4787. Television Production Workshop. 3 to 8 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 over the seven week term.

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

**Pre-requisites:**

MSP 2701|Minimum Grade of C-|May not be taken concurrently.

**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.

**Course Attributes:** WI

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

**Pre-requisites:**

MSP 3196|Minimum Grade of C-|May not be taken concurrently.

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

Provides hands-on experience in various aspects of radio operations; takes place at the WRFT Internet Radio, located at Temple's Ambler campus. Serves as a training ground for future radio journalists, producers, programmers, managers, and on-air talent. Students will work individually and in teams on various assignments. These assignments will be based in part on individual backgrounds and skill sets.

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

**Pre-requisites:**

MSP 3771|Minimum Grade of C-|May not be taken concurrently.

**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.

**MSP 5011. Introduction to Communication Concepts. 3 Credit Hours.**

This class reviews various theoretical frameworks that have served as foundations for and have shaped the study of human communicative behavior in the form of mediated communication. It will sort out pivotal traditions of study, topics of debate, and conceptual problems in media studies, concentrating on theory development in the United States and Europe. Whether you are interested in pursuing a Ph.D. or in developing skills as a media practitioner, this course provides the necessary background to acquiring a deep understanding of the nature and practices of mediated communication.

**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 5042. Media Technology and Culture. 3 Credit Hours.**

This course examines the relationships between technological developments and artifacts and cultural transformations. With a grounding in critical texts addressing the complex interplay between culture and media technologies, the course investigates the significance of both in social power, human agency, consciousness, identity, socio-political realities, public policy, knowledge, and the environment.

**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 be taken concurrently  
AND (MSP 5114|Minimum Grade of B-|May be taken concurrently)

**MSP 5110. Introductory Topics in Media Studies & Production. 1 to 4 Credit Hour.**

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

**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 Media Studies & Production. 1 to 4 Credit Hour.**

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

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate.

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

**MSP 5547. MA Project Workshop. 3 Credit Hours.**

This workshop-style course gives students the preproduction and previsualization tools needed to design and produce a well-crafted, well-researched media production for their Media Studies and Production Master of Arts final graduate project.

**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 C|May be taken concurrently  
AND (MSP 5114|Minimum Grade of C|May be taken concurrently)

**MSP 5551. New Media Literacies. 3 Credit Hours.**

Examines intersection of education and participatory culture, literacy and technology change, the knowledge gap, informal learning and knowledge communities, emerging social skills and cultural competencies.

**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 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 company, understanding how to work and lead within media organizations means understanding how to be an effective communicator for this unique field. This course is designed to blend the scholarship and foundational research on communication to explore communication skills within today's media organizations. It focuses on communication from leader to worker(s), from worker to 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.

**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 5663. 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.

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate.

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

**MSP 5701. Producing and Directing. 4 Credit Hours.**

The theory and practice of television producing and directing techniques. Students will pitch original project ideas and work in small groups as a production company, focusing on longform works of TV/video production and will produce a quality television program from inception to completion. Students will also engage in writing for TV, casting, and editing in order to develop a professional and creative portfolio piece.

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate.

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

**MSP 5702. MA Documentary Production and Studies. 3 or 4 Credit Hours.**

This course is designed to help students create informative, engaging, thoroughly researched short documentary video from inception through creation. Students will gain experience as producers, directors, and editors of nonfiction audio/visual media. To provide practical and authentic experiences, most classes will mix topical class discussions with screenings, hands-on practice in areas of idea generation, research tools, production basics, editorial logic, interview design, production management, legal and fiscal responsibility, rights, clearance, fair use, funding, and distribution.

**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. 3 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 Media Campaigns. 3 Credit Hours.**

An examination of the use of theory and research in the design, implementation and evaluation of public information campaigns conducted via mass and other media. Students learn about key theories and research techniques regarding campaigns to affect knowledge, attitudes and behaviors on issues related to the individual and social good such as smoking, drug abuse, safe sex, recycling, animal welfare, disaster relief and many others. They then apply this knowledge by creating, conducting and evaluating a complete campaign conducted 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 8275. #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.

**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 5014|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. Emergent Media Production. 3 Credit Hours.**

A hands-on production studio/theory course in which students use new and emerging software and technologies to create web-based and mobile productions. Course involves lecture, discussion, demos, weekly blogs and project critiques.

**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 MSP MA students with at least 20 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.