Media Studies and Production (MSP)

Course information contained within the Bulletin is accurate at the time of publication in August 2023 but is subject to change. For the most up-to-date course information, please refer to the Course Catalog.

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: Minimum grade of B- in (MSP 5011 and MSP 5114)

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: Minimum grade of B- in (MSP 5011 and MSP 5114)

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: Minimum grade of B- in MSP 5011 (may be taken concurrently) and MSP 5114 (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: Minimum grade of C in MSP 5011 (may be taken concurrently) and MSP 5114 (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: Minimum grade of B- in (MSP 5011 and MSP 5114)

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: Minimum grade of B- in MSP 5021.

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: Minimum grade of B- in (MSP 5011 and MSP 5114)

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: Minimum grade of B in MSP 5011 and MSP 5014.

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: Minimum grade of B- in (MSP 5011 and MSP 5114)

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: Minimum grade of B- in (MSP 5011 and MSP 5114)

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: Minimum grade of B- in (MSP 5011 and MSP 5114)

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: Minimum grade of B- in MSP 5021.

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: Minimum grade of B- in (MSP 5011 and MSP 5114)

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: Minimum grade of B- in MSP 5655.

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.