

# Roy H. Park School of Communications

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**Dianne M. Lynch, Dean**

**Virginia Mansfield-Richardson, Associate Dean**

**Diane Gayeski, Professor and Associate Dean**

For full faculty listing, see “Faculty and Administration.”

## Mission

In the Roy H. Park School of Communications we continue to build on our tradition of blending and balancing liberal arts and professional, theoretical, and practical studies. We explore, create, and practice communication in its many forms, educating agile, adaptable thinkers, ethical professionals, and lifelong learners.

## Introduction

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The Park School offers the following degree programs:

### Bachelor of Science

- Cinema and Photography
- Communication Management and Design (*formerly* Organizational Communication, Learning, and Design)
- Integrated Marketing Communications
- Television-Radio

### Bachelor of Fine Arts

- Film, Photography, and Visual Arts

### Bachelor of Arts

- Journalism

Each program involves students in all aspects of communication, including the history, structure, and function of communication organizations; the technical, creative, and aesthetic elements of media production; and the evaluation, criticism, and analysis of media and communication systems.

Creative expression and experimentation are strongly encouraged, and students are invited to participate in the school’s various student-operated media opportunities, including radio stations WICB-FM and 106-VIC; television cable access channel ICTV; the professional production unit, Park Productions; the campus newspaper, the *Ithacan*; the College yearbook, the *Year in Review*; the online magazines *iMPrint* and *In.Sight*; and the alternative magazine of satire and opinion, *Buzzsaw Haircut*. Students may also join the Park Student Advisory Council, the Public Relations Student Society of America, the Society of Professional Journalists, the National Broadcasting Society (NBS), Alpha Delta Sigma (American Advertising Federation), and other student organizations.

## Laboratory Fees

The Park School does not charge laboratory fees. However, the convergent nature of the communications discipline requires that all students have consistent access to a basic set of multimedia tools. Beginning in the fall of 2006, all entering students will be required to acquire a laptop computer for use in their classroom and production work. Specifications about the required make and model will be provided to students upon admission to the Park School. Students enrolled in certain courses may also be required to supply their own equipment and/or materials, including computer data storage media. In the cinema and photography program, students are expected to furnish their own light meters and cameras for all still photography courses. In addition, students must purchase materials such as photographic film and paper, motion picture film, and mounting board. Because of the large number of production courses, B.F.A. majors incur additional costs for materials.

## ACADEMIC POLICIES

In addition to general College guidelines for academic standing, majors in the Roy H. Park School of Communications must meet the following requirements:

- Majors in B.S. and B.A. programs must complete at least 60 credits outside of Park School communications courses to satisfy their degree requirements (120 credits). B.F.A. majors must complete at least 48 credits outside of Park School communications courses to satisfy their degree requirements (120 credits). The regulations of the New York State Education Department require 60 credits in courses designated as liberal arts (LA) for the B.S., 90 credits for the B.A., and 30 credits for the B.F.A.

- Majors must take all communications courses, whether required or elective, and all outside courses required for the major, for a letter grade. The only exceptions are specially designated communications courses, which may be offered on a pass/fail basis, and internships, which are offered only pass/fail. Courses a student has taken pass/fail and passed before becoming a major will be accepted.
- Majors are required to take a minimum of 12 credits each semester. Part-time status requires the approval of the dean and is usually granted only to seniors who lack fewer than 12 credits to meet graduation requirements and to certain adult students enrolled in approved majors.
- Majors are required to make up incomplete grades in communications courses by the end of the following semester, as required by the course instructor. Incompletes will not be given in production courses.
- Students may enroll in only one major within the Roy H. Park School of Communications.
- A few courses offered in the Roy H. Park School of Communications may be taken twice with the permission of the instructor (these are specified in the course descriptions). However, even with the permission of the instructor, if there is not enough space to permit a student taking the class a second time, preference for registration in the course will be given to students who have not taken the course and need it to stay on track for graduation.
- Total credit for workshop courses in the Park School may not exceed 6 credits, except for B.F.A. majors, who may not take more than 9 credits in workshop courses.
- Auditing laboratory or production courses is permitted only with the written authorization of the department chair and approval of the dean. In programs requiring concentrations, students should elect the concentration before registration for the first semester of their sophomore year. Some courses are available only to students with declared concentrations that require the course. A student may have only one concentration; the concentration most recently declared is the one in force.
- All proposed waiver substitution forms must be submitted to the appropriate department chair before the last day of class of the semester before the student’s final semester. Requests submitted after that deadline may not be honored, which may delay the student’s graduation.
- Plagiarism — the use of work other than your own without proper citation or credit — is a serious offense. Penalties for plagiarism include failure on the assignment, failure in the course, and/or College academic discipline, which could mean suspension or dismissal from the College. Plagiarism can involve not only written work but also computer programs, photographs, artwork, films, videos, and sound. If you are at all unsure about what constitutes plagiarism or how to give credit, see your instructor and consult the Ithaca College student handbook. See “Plagiarism,” p. 297.

Individual departments and programs in the Park School have additional requirements, especially regarding internal and cumulative grade point averages. Students should refer to the department and program requirements for complete information.

Failure to meet any of the academic regulations of the College, school, or individual department or program will result in placement on academic warning, suspension, or dismissal from the Park School, or suspension or dismissal from Ithaca College.

## ACADEMIC OPPORTUNITIES

### Internships

A variety of internship experiences is possible in all departments and programs of the Park School. Internships are normally taken during a student’s junior or senior year. Sponsors include local, regional, national, and international television, radio, advertising, public relations, motion picture, educational, and corporate media organizations, and the communication and training departments of many corporations and nonprofit organizations.

Internships are available during fall and spring semesters, as well as during the winter, May, and summer sessions. They may be repeated with variable credit

## Independent Study/Project

awarded up to a maximum of 6 credits per experience in all majors except journalism, which allows a maximum of 8 credits for one of the internship experiences and a total of 12 credits for two internships. Students must have completed at least 60 credits (including a minimum of 24 credits and two semesters at Ithaca College) before the internship begins. Students may not have more than three internships and may not receive more than a total of 12 internship credits, including those completed in London and Los Angeles. Students interested in an internship must obtain the internship guidelines in the Park School dean's office and consult with their advisers.

All internships in Los Angeles are administered through the communications program in Los Angeles (see below). Students who are interested in a London internship must apply through the Office of International Programs at the time they apply to study at the London Center. Internships are evaluated on a pass/fail basis only. One credit of internship experience represents 60 hours of work at the internship over the course of a semester. Therefore, a 6-credit internship requires 360 hours of work at the internship during a semester.

## Independent Study/Project

An independent study/project offers students the opportunity to pursue historical, critical, empirical, and/or creative research in communications under faculty supervision. Areas of investigation are described in the course listings for each department. One credit of independent study/project requires 45 hours of faculty-supervised work, which is performed by the student outside of the classroom setting. Therefore, a 3-credit independent study will require a minimum of 135 hours of student work during a semester.

## Ithaca College James B. Pendleton Center in Los Angeles

### Stephen Tropiano, *Director*

The Park School offers an internship-centered, semester-long program on-site in Los Angeles. The junior- and senior-year program is open to all majors and minors in the Park School. Students have the opportunity to intern at a wide variety of organizations in the fields of radio, television, cinema, photography, journalism, public relations, advertising, and corporate and nonprofit communications. Los Angeles internships are for 6 credits only in the fall and spring semesters, and for 3 to 5 credits in the summer.

In addition to internships, students take required and elective courses in several communication areas. All classes are held at the James B. Pendleton Center, and students live in College-provided housing. Tuition is the same as on the home campus, and housing costs are similar to off-campus housing costs in Ithaca.

The Los Angeles program allows students to experience the cultural diversity of the Los Angeles environment and to make valuable contacts, including many with Ithaca College alumni, in the Los Angeles professional communications community.

Additional information is available from advisers or the dean's office.

## London Program

The Park School participates in the London Center program through course offerings and selected internships. Students interested in studying at the London Center may obtain information from the Office of International Programs. See "International Programs," p. 263.

## Singapore Communications Exchange

Juniors and seniors majoring or minoring in the Park School may participate in the academic program offered at Nanyang Technological University in Singapore. In the exchange agreement, up to five students from the NTU School of Communications spend a semester at Ithaca College, and an equal number of Ithaca College students may attend classes, taught in English, in Singapore. For more information about the program, contact the Office of International Programs, 214 Center for Health Sciences, 607-274-3306.

## Washington Semester Program

Park School students also have the opportunity to participate in the Washington Semester Program, which is an internship-centered program in the nation's capital designed to meet the academic and professional interests of students from a variety of majors. In addition to a 6-credit internship, students enroll in two semester-long courses and up to three 1-credit academic seminars. The Washington Semester Program also provides programming for students to experience the richness of Washington's cultural and political life. For more

information about the program, contact the director of the Washington Semester Program, 111 Towers Concourse, 607-274-3640.

## Minors

Communication plays an important role for students in a number of disciplines. To serve these students, the Park School offers several minor programs. The cinema and photography department offers a minor in still photography. The communication management and design (CMD) department offers a communication management and design minor. A minor in journalism is offered in the journalism department. Minors in the television-radio department are audio production, integrated marketing communications, international communications, and scriptwriting. Details of these programs, including enrollment restrictions, are given in the following pages under the respective department listings.

The number of seats available for some minor programs may be limited. Students normally apply after their freshman year. A student must apply to be accepted into a minor. Most minors in the Park School have an application deadline each semester. Contact the dean's office at 607-274-1021 for application deadlines and to receive an application for a minor.

**Course Duplication** — A course that fulfills a requirement for a student's major and minor programs is counted toward the major. The minor discipline determines whether the requirement is to be waived or how else it must be fulfilled. Course duplication will only be considered an issue when a required course is specified by number and title in both the major and minor.

## Dean's List

The dean's list in the Roy H. Park School of Communications is made up of majors in each class who meet all the following criteria during the semester:

- A minimum semester average of 3.70
- Completion of a minimum of 15 credits, of which at least 12 are graded, not pass/fail or S/D/F option
- No final grades of D, F, or I

The dean's list, which is awarded each semester, is based on a student's semester GPA rather than the cumulative GPA for all semesters the student has attended Ithaca College.

## Academic Achievement and Advising Services

A network of over two dozen offices provides academic achievement and advising services to students at Ithaca College. These offices are described on the academic achievement and advising services website, [www.ithaca.edu/aaa](http://www.ithaca.edu/aaa). An academic achievement and advising committee maintains the website and promotes the development of academic advising and support services on campus. Services represented by the committee include the Office of Academic Support Services for Students with Disabilities, the career services office, the counseling center, the first year programs office, intercollegiate athletics, the international programs office, the math tutorial program, the multicultural affairs office, the writing center, and the deans' offices.

## Academic Advising

All students in the Park School are assigned an academic adviser. Students are strongly encouraged to meet with their adviser prior to registration for classes. Students are also encouraged to meet with their adviser if they are planning to study abroad or in Los Angeles or Washington, D.C. Students completing their junior year are advised to meet with their adviser to ensure that all graduation requirements will be met by their anticipated graduation date. Any change in a student's academic plan, such as adding a minor or second major, should first be reviewed with that student's academic adviser. A student may change his or her adviser at any time, with the new adviser's permission, by filling out a form available in the dean's office. Academic advisers normally teach courses in the student's major.

## Academic Status

To remain in good academic standing, a student must meet the minimum academic standards for his or her degree program. These standards are listed under each degree program. Students who do not earn the required minimum cumulative GPA and, if appropriate to the degree program, the minimum cumulative GPA for required courses in a major, will be placed on academic warning or suffer program suspension, program dismissal, or dismissal from the College. In the Park School a student need not be on academic warning for one semester before being suspended or dismissed from the program or dismissed

from Ithaca College. Students who drop to part-time status (fewer than 12 credit hours in a semester) without written permission from the dean could be placed on academic warning.

## TRANSFER POLICIES

### Transfer within the Park School

Students may apply for a change of major within the Park School after they have earned one semester's worth of grades at Ithaca College. They must follow the same deadlines and application process as transfer applicants who are applying from other schools within Ithaca College (see below). The internal transfer process is competitive, and students must have a minimum cumulative GPA of 3.25 and be in good academic standing in order to apply for a major in cinema and photography; film, photography, and visual arts; integrated marketing communications; journalism; and television-radio. Students must have a minimum cumulative GPA of 3.00 to apply for a major in communication management and design. Having the minimum cumulative GPA to apply for any major in the Park School does not guarantee admission.

### Transfer Credit after Matriculation at Ithaca College

Prior approval must be obtained on a petition for transfer credit form provided by the registrar for all transfers of both elective courses and courses proposed to substitute for requirements. No more than 12 transfer credits will be accepted for any summer session.

### Transfer from Other Schools at Ithaca College

Each year the Park School accepts a limited number of students from other schools at Ithaca College. Information and application forms are available in the dean's office. Applications are reviewed each semester after midterm grades are available, and a decision is made before registration for the next semester. One semester of final Ithaca College grades is required. Students must have a minimum cumulative GPA of 3.25 to apply for transfer to degrees in cinema and photography; film, photography, and visual arts; integrated marketing communications; journalism; and television-radio and a minimum cumulative GPA of 3.00 to apply to communication management and design. Having the minimum cumulative GPA to apply for transfer to a degree program in the Park School does not guarantee admission. If a student transfers from the School of Humanities and Sciences, the Park School will accept the course WRWG-10800 Academic Writing Seminar as a substitution for WRWG-10600 Academic Writing I.

#### Admission Criteria

Students wishing to transfer into the Park School must submit evidence of successful academic work, preferably including one or more courses in the area in which they intend to major.

### Transfer from Other Institutions

The Park School accepts a limited number of students from other accredited colleges and universities. For general information about transfer procedures and deadlines, see p. 268, "Transfer Students." The Park School also has specific articulation agreements with four community colleges (see p. 271).

#### Admission Criteria

Students wishing to transfer into the Park School (who are not entering through community college articulation agreements) must submit evidence of successful academic work, preferably including one or more courses in the area in which they intend to major. Unless there is an articulation agreement in effect, for these purposes success is generally defined as a cumulative overall GPA of 3.25 after at least one semester of college grades. Because admission to the Park School is competitive, this 3.25 GPA is a minimum standard and does not guarantee admission.

#### Credit Evaluations

If a student is considering applying to Ithaca College, the Park School can provide an unofficial transfer credit evaluation if the student sends copies of transcripts and course descriptions from previous coursework. Credit is granted for most college-level courses with a grade of C- or higher. Credit for internships, practicums, workshops, and independent study is generally not transferable into the Park School.

Any number of credits will be accepted, but the following requirements may mean that you will need more than 120 credits to graduate: Students must complete at least four full-time (12 credits or more) semesters at Ithaca College (including the London Center or the Los Angeles program) and must complete at least 50 percent of the required communications credits in the Park School.

After matriculation, transfer students must comply with the academic policies listed above and in the degree program descriptions.

Specific information about transfer student orientation is sent automatically to all matriculating students by the Office of First Year Programs and Orientation.

#### Courses and Course Schedules

Students should consult the *Undergraduate Course Offerings* for specific information on the schedule of all courses for the semester. In addition to the courses listed in this catalog, others may be offered on an experimental basis. Descriptions of experimental courses, minicourses, selected topics courses, and other special offerings are available from the dean's or department offices the week before registration begins each semester.

## CINEMA AND PHOTOGRAPHY

### Bachelor of Science, Bachelor of Fine Arts

#### Steven Skopik, Professor and Chair

The Department of Cinema and Photography administers two degree programs: the bachelor of science program in cinema and photography and the bachelor of fine arts program in film, photography, and visual arts. Both offer a variety of experiences in the conceptual, design, and production phases of film and photography. The department also offers a minor in still photography. The departmental curriculum provides the critical, theoretical, and historical frames of reference necessary for informed communication and creative expression, as well as technical fluency with the media.

The bachelor of science program in cinema and photography (120 credits) has three concentrations — cinema production, screenwriting, and still photography. Majors typically choose their concentration before registration for the first semester of their sophomore year. The B.S. program allows students to choose a significant number of elective courses and/or minors from the broad range of offerings at the College.

The bachelor of fine arts program in film, photography, and visual arts (120 credit hours) emphasizes an interdisciplinary focus in a production-intensive communications and fine arts program. It combines the same course requirements found in the cinema production concentration of the B.S. program with significant additional required coursework in still photography and required supplemental courses in video production, studio art, and art history. The B.F.A. program is more tightly structured than the B.S. program, with fewer open electives. Planning for off-campus semesters (in London, Los Angeles, or elsewhere) must be done carefully.

Entering majors in both degree programs must have their own light meters and 35 mm cameras. In addition, students must pay for laboratory services and purchase materials such as photographic film and paper, mounting board, motion picture film, videotapes, and digital storage media. Because of the large number of required production courses, B.F.A. applicants should be aware that they will incur additional expenses for supplies.

### B.S. in Cinema and Photography

#### Departmental Academic Policies

In addition to meeting general College guidelines for academic standing and the Park School academic policies, majors in cinema and photography are required to maintain an overall cumulative GPA of 3.00. All majors must complete a minimum of 60 credits outside communications and a minimum of 60 credits in courses designated as liberal arts (LA).

#### Requirements for the Major

\*Denotes a liberal arts course

#### Departmental requirements

CNPH-10100	Introduction to Film Aesthetics and Analysis*	3
CNPH-11100	Cinema Production 1	4
CNPH-14100	Introduction to Photography*	4
	Total	11

#### Additional requirements for the cinema production concentration

CNPH-21400	Hollywood and American Film	4
CNPH-21001-21099	Special Topics in Cinema Production (3) (must be taken twice)	6
CNPH-21100	Sync-Sound Production Technique	1
CNPH-23300	Screenwriting	3

Film, Photography, and Visual Arts

Choose one of the following:

CNPH-30000	Fiction Film Theory (3)	
CNPH-30100	Nonfiction Film Theory (3)	3

Choose two of the following (one must be CNPH-32100, CNPH-32200, CNPH-32300, or CNPH-32400):

CNPH-32100	Advanced Cinema Production: Fiction (4)	
CNPH-32200	Advanced Cinema Production: Nonfiction (4)	
CNPH-32300	Advanced Cinema Production: Experimental (4)	
CNPH-32400	Advanced Cinema Production: Animation (4)	
CNPH-33001-33099	Special Topics in Advanced Cinema Production (4)	8

Choose one of the following:

CNPH-42000	Thesis Cinema Production (4)	
CNPH-45000	Cinema Production Practicum (4)	4
	Total	29

Additional requirements for the screenwriting concentration

THPA-16000	Introduction to Theater*	3
ENGL-2xx00	Level-2 English course*	3
WRTG-20500	Personal Essay*	3
CNPH-21400	Hollywood and American Film*	4
CNPH-23300	Screenwriting	3
WRTG-3xx00	Level-3 writing course*	3
CNPH-33300	Advanced Screenwriting	3
TVR-33300	Writing for Series Television	3
CNPH-40901-40999	Seminar in Film Studies*	4
CNPH-43201-43299	Selected Topics in Screenwriting	3
CNPH-43300	Screenwriting Workshop	3

Choose one of the following:

CNPH-33300	Advanced Screenwriting* (repeated a second time) (3)	
TVR-43100	Advanced Writing for Television (3)	3

Choose one of the following:

CNPH-30000	Fiction Film Theory* (3)	
CNPH-30100	Nonfiction Film Theory* (3)	3

Choose one of the following:

ENGL-1xx00	Level-1 English course* (3)	
ENGL-2xx00	Level-2 English course* (3)	3

Choose one of the following:

WRTG-15000	Affiliate to Introduction to Film Aesthetics and Analysis* (3)	
WRTG-10600	Academic Writing I* (3)	
WRTG-11100	Academic Writing II (3)	3

Choose one of the following:

THPA-13100	Acting I* (3)	
SPCM-13200	Storytelling* (3)	
SPCM-26000	Analysis and Performance of Literature* (3)	3
	Total	50

\*May be repeated once. Students may opt to take TVR-43100 instead of a second semester of CNPH-33300.

Additional requirements for the still photography concentration

CNPH-20300	The Photograph in Exhibition	1
CNPH-24000	History of Photography*	3
CNPH-24200	Intermediate Photography	4
CNPH-30401-30499	Photography: Selected Topics (two sections required)	8
CNPH-40200	Photographers' Forum	1
CNPH-44000	Contemporary Photographic Issues*	3
CNPH-44300	Photo Workshop	4

Choose two courses from the following:

ARTH-13500	Visual Culture*	
ARTH-25100	Nineteenth-Century European Art*	
ARTH-25200	Twentieth-Century European Art*	
ARTH-25500	The Mediated Image*	
ARTH-27500	Selected Topics in Art History*	
ARTH-28300	American Visual Culture*	

ARTH-28500	Art since 1960*	
ARTH-34200	Images of Women in Western Art*	
ARTH-35000	Studies in Art from Baroque to Modern*	
ARTH-37500	Selected Topics in Art History*	
ARTH-38600	American Painting: Landscape into History*	
ARTH-39000	Introduction to Museology*	6

Choose one of the following:

CMSP-10600	Academic Writing I (3)	
CMSP-11100	Academic Writing II (3)	3
	Total	33

Summary

Departmental requirements	11
Concentration requirements:	
Cinema Production	29
Screenwriting	50
Still Photography	33
Electives	59-80
Total, B.S. in cinema and photography	120

B.F.A. in Film, Photography, and Visual Arts

Academic Policies

In addition to meeting general College guidelines for academic standing and the Park School academic policies, majors in film, photography, and visual arts are required to maintain an overall cumulative GPA of 2.75. All majors must complete a minimum of 48 credits outside communications, and a minimum of 25 percent of their credits (normally 30) in courses designated as liberal arts (L.A).

Requirements for the Major

\*Denotes a liberal arts course

Departmental requirements

CNPH-10100	Introduction to Film Aesthetics and Analysis*	3
CNPH-11100	Cinema Production 1	4
CNPH-14100	Introduction to Photography*	4
CNPH-21400	Hollywood and American Film*	4
CNPH-21011-21099	Special Topics in Cinema Production (must be taken twice)	6
CNPH-21100	Sync-Sound Production Technique	1
CNPH-23300	Screenwriting	3
CNPH-24000	History of Photography*	3
CNPH-24200	Intermediate Photography	4
CNPH-42000	Thesis: Cinema Production	4
CNPH-44000	Contemporary Photographic Issues*	3
CNPH-44300	Photo Workshop	4

Choose one of the following:

CNPH-30000	Fiction Film Theory (3)	
CNPH-30100	Nonfiction Film Theory (3)	3

Choose two of the following (one must be CNPH-32100, CNPH-32200, CNPH-32300, or CNPH-32400):

CNPH-32100	Advanced Cinema Production: Fiction (4)	
CNPH-32200	Advanced Cinema Production: Nonfiction (4)	
CNPH-32300	Advanced Cinema Production: Experimental (4)	
CNPH-32400	Advanced Cinema Production: Animation (4)	
CNPH-33001-33099	Selected Topics in Advanced Cinema Production (4)	8
	Total	54

Additional requirements

Video supplement

TVR-11500	Introduction to Field Production	4
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Choose one of the following:

TVR-31000	Experimental Video: Production and Criticism (4)	
TVR-49100	Video Workshop (4)	4
	Total	8

Art history supplement

ARTH-1xxxx	One level-1 art history course	3
ARTH-2xxxx or ARTH-3xxxx	Two level-2 or level-3 art history courses	6
	Total	9

**Directed elective — choose one of the following:**

CNPH-33300	Advanced Screenwriting (3)	
THPA-11200	Introduction to Theatrical Design (3)	
THPA-30300	Techniques of Theater Sound Production (3)	
ART-12000	Two-Dimensional Design* (3)	
ART-13000	Introduction to Drawing* (3)	
ART-22000	Intermediate Drawing (3)	
ART-27000	Book Design (3)	
WRTG-23400	Humorous Writing* (3)	
WRTG-30500	Writing Science Fiction and Fantasy* (3)	
MUNM-25100	Music and the Media* (3)	
	Total	3

**Summary**

Total requirements	78
Open electives	42
Total, B.F.A. in film, photography, and visual arts	120

**Minor in Still Photography**

**Steve Skopik, Professor and Coordinator**

Not open to majors in cinema and photography or in film, photography, and visual arts. A minor in still photography provides opportunities to develop a systematic knowledge of the discipline. Minors must be declared through consultation with still photography faculty and approved by the chair of the cinema and photography department. Applicants to the minor must have at least a 3.00 cumulative GPA, but this minimum does not guarantee acceptance into the minor.

**Required courses for the minor**

CNPH-14100	Introduction to Photography	4
CNPH-24000	History of Photography	3
CNPH-24200	Intermediate Photography	4
CNPH-44300	Photo Workshop	4
	Photography electives (any two different offerings under CNPH-30400 Photography: Selected Topics)	8
	Total	23

Note: Transfer courses are not accepted to meet requirements of the minor.

**COMMUNICATION MANAGEMENT AND DESIGN**

**Bachelor of Science**

**Steven Seidman, Associate Professor and Chair**

Communication management and design is a unique interdisciplinary program providing a comprehensive education in the theory and practice of both human and media-based communication within organizations. The curriculum focuses on how people in organizations communicate and learn and how organizational leaders design the strategies, systems, and tools to help them do so. Students prepare to assume a wide range of professional roles in such areas as employee communication, public information, education and training, meeting and special events planning, interactive media and design, and promotional communication.

The breadth and depth of the curriculum provide majors with the background to become communication generalists within organizations — for example, managing events, writing annual reports, developing training and promotional media, preparing speeches and press releases, and recruiting new employees — or to become specialists within a more focused context such as corporate video production, interactive multimedia design, conflict resolution, instructional technology, or website development. To prepare students for such roles, skills and concepts are presented and applied within the curriculum in a variety of contexts, such as business and industry, media production, consulting, health care, education, social services, and government.

**Core**

All majors take a common core of courses in which they develop basic communication knowledge and skills. The student selects one concentration within the major by the conclusion of his/her sophomore year: corporate communication, learning and performance, or integrated studies. Concentrations help students focus their studies on particular interests and careers.

**Corporate Communication Concentration**

The corporate communication concentration focuses on human communication in organizations, providing the theoretical and practical context for examining

how informal and formal communication occurs in organizations, including leadership styles, the impacts of technology and diversity, and the creation and change of corporate culture. Students gain a set of skills and concepts that can be applied in areas such as conflict management, workforce diversity initiatives, meeting planning and facilitation, employee communication, and speech writing.

**Learning and Performance Concentration**

The learning and performance concentration addresses the application of theories in communication, systems, educational psychology, and management to such areas as designing and managing corporate training and development programs, developing computer-assisted learning software, creating job aids and incentive programs, designing and producing technical manuals, designing courses and educational materials, and analyzing and solving workplace performance problems. Students gain a set of skills that can be applied in areas such as instructional design, training, performance technology, technical communication, and management and evaluation of learning and performance systems.

**Integrated Studies Concentration**

This concentration is for students who wish to combine corporate communication and learning and performance into a coherent, integrated course of study.

**Issues and Tools**

All majors must select one “issues” course and one “tools” course. Issues courses explore trends, theories, and concepts that apply across the various areas of communication management and design. Tools courses examine the means to create, apply, or inquire, and address such topics as designing, producing, or evaluating media and strategies; utilizing workplace technologies; and conducting specific types of research.

**Capstone**

At the conclusion of the curriculum, students take a set of courses that synthesize the concentrations and address ethical, managerial, and research concepts and issues. These capstone courses serve as a transition between the curriculum and professional practice.

**Department Academic Policies**

In addition to the general College guidelines for academic standing and the Park School academic policies, communication management and design majors are required to maintain a cumulative GPA of 2.50 in all communications school courses, as well as an overall cumulative GPA of 2.50. Courses at level I are open to seniors only by permission of the instructor. One-credit minicourses do not count as required communication management and design electives. All majors must complete a minimum of 60 credits outside communications, and a minimum of 60 credits in courses designated as liberal arts (LA).

**B.S. in Communication Management and Design**

**Requirements for the Major**

Note: Prior to the 2006–7 academic year the degree program was called organizational communication, learning, and design (OCLD). The department’s course prefix will change to CMD in the 2007–8 catalog.

\*Denotes a liberal arts course

**Departmental requirements**

OCLD-10300	Introduction to Strategic Communication*	3
OCLD-10800	Human Communication in Organizations*	3
OCLD-12300	Systems Thinking and Design: Undisciplined, Out of Control*	3
OCLD-15000	Professional Applications of Technology	3
OCLD-22200	Presentation Media Design and Production	3
OCLD-34000	Research and Evaluation in Communication Management and Design*	3
OCLD-43400	Organizational Communication Management	3
OCLD-45000	Communication and Learning Technologies: Theory, Application, and Policy*	3
	Total	24

**Supplemental requirements**

WRTG-10600	Academic Writing I* (3) <b>or</b>	
WRTG-11100	Academic Writing II* (3)	3
WRTG-21100	Writing for the Workplace <b>or</b>	
WRTG-31100	Writing for the Professions*	3
MGMT-11100	Introduction to Business	3
	Total	9

**Electives**

**Choose one of the following 3-credit courses (issues):**

OCLD-25100	Organizational Communication, Culture and Conflict*	
OCLD-32000	Leadership Communication*	
OCLD-36000	Communication in Culturally Diverse Organizations*	
OLCL-36500	Communication in International Organizations*	
OCLD-39000	Selected Topics* (chair approval required) <b>or</b>	
OCLD-39010	Selected Topics* (chair approval required)	3

**Choose one of the following 3-credit courses (tools):**

OCLD-22000	Interactive Multimedia	
OCLD-23400	Introduction to Promotional and Instructional Video	
OCLD-24000	Organizational Writing and Publishing* <sup>1</sup>	
OCLD-37100	Websites That Work	
OCLD-39000	Selected Topics* (chair approval required) <b>or</b>	
OCLD-39010	Selected Topics* (chair approval required)	3
	<b>Total</b>	6

<sup>1</sup> This course can be taken only once and applied under one category.

**Additional requirements for the corporate communication concentration**

OCLD-21100	Corporate Communication: Strategy and Design	3
OCLD-xxx00	One additional communication management and design elective course, which may be 3 credits of OCLD-49000 Internship and/or OCLD-49800 London Communications Internship	3

**Choose one of the following 3-credit courses:**

TVR-23200	Public Relations*	
OCLD-23000	Meeting and Event Management	
OCLD-24000	Organizational Writing and Publishing	
OCLD-31000	Organizational Speech Writing and Interviewing*	
OCLD-41200	Workshop in communication management and design <b>or</b>	
OCLD-49900	Independent Study*	
	<b>Total, corporate communication concentration</b>	6
		12

**Additional requirements for the learning and performance concentration**

OCLD-21000	Instructional Design	3
OCLD-xxxxx	One additional communication management and design elective course, which may be 3 credits of OCLD-49000 Internship and/or OCLD-49800 London Communications Internship	3

**Choose two of the following 3-credit courses:**

WR TG-21300	Technical Writing*	
OC LD-34500	Performance Technology*	
OC LD-38000	E-Learning	
PS CY-33400	Industrial Psychology*	
OC LD-41200	Workshop in communication management and design <b>or</b>	
OC LD-49900	Independent Study*	
	<b>Total, learning and performance concentration</b>	6
		12

**Additional requirements for the integrated studies concentration**

OC LD-21000	Instructional Design	3
OC LD-21100	Corporate Communication: Strategy and Design	3

**Choose one of the following 3-credit courses:**

TVR-23200	Public Relations*	
OC LD-23000	Meeting and Event Management	
OC LD-24000	Organizational Writing and Publishing	
OC LD-31000	Organizational Speech Writing and Interviewing*	
OC LD-41200	Workshop in communication management and design <b>or</b>	
OC LD-49900	Independent Study* <b>or</b>	
OC LD-49000	Internship <b>or</b>	
OC LD-49800	London Communications Internship	3

**Choose one of the following 3-credit courses:**

WR TG-21300	Technical Writing*	
OC LD-34500	Performance Technology*	
OC LD-38000	E-Learning	
PS CY-33400	Industrial Psychology*	
OC LD-41200	Workshop in communication management and design <b>or</b>	
OC LD-49900	Independent Study* <b>or</b>	
OC LD-49000	Internship <b>or</b>	
OC LD-49800	London Communications Internship	3
	<b>Total, integrated studies concentration</b>	12

[A maximum of 3 credits of OCLD-49000 Internship or OCLD-49800 London Communications Internship may be counted toward this concentration.]

**Summary**

Departmental requirements	24
Supplemental requirements	9
Elective requirements	6
Concentration	12
Other electives	69
<b>Total, B.S. in communication management and design</b>	<b>120</b>

**Minor in Communication Management and Design**

**Steven Seidman, Associate Professor and Coordinator**

Not open to communication management and design or applied psychology majors.

A minor in communication management and design is a systematic introduction to human and mediated communication in organizations. Students develop knowledge of basic principles and practices of corporate communication, learning and performance, and media design and production, and apply this knowledge to specific organizational settings. Information concerning application deadlines and admission criteria is available in the department office. Students must have a minimum cumulative GPA of 2.50 in order to apply to the minor, but this minimum does not guarantee acceptance.

**Requirements for the Minor**

**Required courses**

OC LD-10300	Introduction to Strategic Communication	3
OC LD-21000	Instructional Design	3
OC LD-21100	Corporate Communication: Strategy and Design	3
OC LD-xxxxx	Any level-3 or above course in communication management and design (excluding internship)	3

**Choose two of the following:**

OC LD-10800	Human Communication in Organizations (3)	
OC LD-12300	Systems Thinking and Design: Undisciplined, Out of Control (3)	
OC LD-15000	Professional Applications of Technology (3) or	
OC LD-22200	Presentation Media Design and Applications (3)	6
	<b>Total</b>	18

**JOURNALISM**

**Bachelor of Arts**

**Mead Loop, Associate Professor and Chair**

The Department of Journalism offers an integrated curriculum designed to prepare students for careers in journalism, law, and other professions. The concept of media convergence is a key component of the curriculum. This means journalism students are taught print, broadcast, and digital journalism in the majority of their classes so that they develop expertise that can easily be applied to the rapidly changing world of journalism, which requires journalists to communicate effectively in more than one medium.

**Academic Policies**

Majors, including freshmen, are required to maintain a cumulative GPA of 3.00 in all required courses (with the exception of language or minor requirements), as well as an overall cumulative GPA of 3.00. All majors must complete a minimum of 60 credits outside communications, and a minimum of 75 percent of their credits (normally 90) in courses designated as liberal arts (LA). Transfer students applying to the B.A. in journalism must have a cumulative GPA of 3.25

or higher to have their application considered; however, this minimum does not guarantee acceptance to the degree program. This applies to all applicants to the degree program, including students transferring from another major in the Park School or at Ithaca College and those applying from other academic institutions.

### Requirements for the Major

\*Denotes a liberal arts course

#### Major requirements

JOUR-11100	Introduction to Journalism*	4
JOUR-11200	Journalism Research*	4
TVR-12100	Introduction to Mass Media*	3
JOUR-21100	News Reporting and Writing I*	4
JOUR-21200	News Reporting and Writing II*	4
JOUR-21300	Ethical Issues in Mass Communication*	3
JOUR-25000	History of U.S. Mass Media*	3
TVR-31200	Government and Media*	3
JOUR-38300	News Editing	4
JOUR-39001-39099	Special Topics in Journalism*	3
JOUR-48800	Issues and the News*	3
	Total	38

#### Digital, print, television workshop requirement (two courses are required)

JOUR-48000	Digital Journalism Workshop (4)	
JOUR-48200	Print Journalism Workshop (4)	
JOUR-48600	Television Journalism Workshop (4)	
	Total	8

#### Writing requirement (one course or demonstrated equivalent proficiency is required)

WRTG-10800	Academic Writing I for Humanities and Sciences* (4)	
WRTG-11100	Academic Writing II* (3)	
	Total	3-4

#### Minor requirement

Journalism majors are required to choose a minor outside of the Roy H. Park School of Communications. Journalism majors may not have a business minor without undertaking additional liberal arts courses. Total credits in the minor must be 18 to 25 and may not include communications courses, except for the communications courses in the culture and communication minor.

#### Second language requirement

Journalism majors are required to learn a language other than their native language through the intermediate level or to demonstrate equivalent proficiency as part of their degree requirements. This may require up to four courses, depending on the level of proficiency demonstrated.

#### Summary

Major requirements	38
Digital, print, television workshops requirement	8
Writing requirement	3-4
Minor requirement	18-25
Second language requirement	0-12
Electives	33-53
Total, B.A. in journalism	120

## Minor in Journalism

### Mead Loop, Associate Professor and Coordinator

Not open to journalism majors. Information concerning application deadlines, admission criteria, and program requirements is available in the journalism department office. Enrollment in the minor is limited. Students must have a cumulative GPA above 3.25 in order to apply to the journalism minor, but this minimum does not guarantee acceptance.

The minor in journalism offers students the opportunity to expand and enhance their college experience. It is designed to give students from a variety of disciplines a broad-based yet rigorous knowledge of journalistic theory and practice. Students work on news and public affairs coverage of issues relevant to their own major areas through a variety of lecture, seminar, and laboratory courses. The concept of media convergence is a key component of the minor curriculum. This means students in the journalism minor are taught print, broadcast, and digital journalism in many of their classes so that they develop expertise that can be applied to the rapidly changing world of journalism.

## Requirements for the Minor

### Required courses

\*Denotes a liberal arts course

JOUR-11100	Introduction to Journalism*	4
JOUR-11200	Journalism Research*	4
TVR-12100	Introduction to Mass Media*	3
JOUR-21100	News Reporting and Writing I*	4
JOUR-21200	News Reporting and Writing II*	4
JOUR-48800	Issues and the News*	3
	Total	22

### Choose one of the following:

JOUR-21300	Ethical Issues in Mass Communication* (3)	
JOUR-25000	History of U.S. Mass Media* (3)	
TVR-31200	Government and Media* (3)	3
	Total, minor in journalism	25

### Additional requirements

Minors are required to maintain a GPA of at least 3.00 in all required courses, as well as an overall cumulative GPA of 3.00.

## TELEVISION-RADIO

### Bachelor of Science

#### Wenmouth Williams Jr., Professor and Chair

The Department of Television-Radio offers a four-year curriculum designed to prepare students for careers in media communications, including radio and television broadcasting, integrated marketing communications, and other communication-related professions.

Majors in the department must elect one of five concentrations before registration for the first semester of their sophomore year. Transfer students must indicate a choice of concentration when applying for admission to the department. Concentration in a specific area is never at the expense of a broad education, and extensive study in the liberal arts is required.

Students are invited to participate in the activities and management of the school's student media opportunities, including WICB-FM and 106-VIC radio; ICTV television; the student newspaper, the *Ithacan*; the College yearbook, the *Year in Review*; the student online magazine *Imprint*; and the professional production unit, Park Productions. Students may also participate in the Public Relations Student Society of America, the National Broadcasting Society, the American Advertising Federation, and the Society of Professional Journalists. Qualified students may undertake internships with participating radio and television stations and other communications-oriented agencies.

## B.S. in Television-Radio

### Academic Policies

Television-radio majors must complete the departmental requirements and one set of concentration requirements. In addition to meeting general College guidelines for academic standing and Park School academic policies, majors in television-radio are required to maintain a cumulative GPA of 2.50 in all television-radio (TVR-prefix) courses, as well as an overall cumulative GPA of 2.80. All majors must complete a minimum of 60 credits outside communications and a minimum of 50 percent of their credits (normally 60) in courses designated as liberal arts (LA). Students applying for internal transfer to the B.S. in television-radio from other majors at Ithaca College (including majors within the Park School) must have a minimum cumulative GPA of 3.25, but this minimum does not guarantee acceptance.

### Requirements for the Major

\*Denotes a liberal arts course

#### Departmental requirements

TVR-10100	Introduction to Media Production	4
TVR-12100	Introduction to Mass Media*	3
TVR-13100	Media Writing* <b>or</b>	3
TVR-13400	Developing Story Narratives* <sup>1</sup>	
TVR-31200	Government and Media*	3
TVR-32200	New Telecommunications Technologies	3
TVR-46000	Senior Seminar: Topics in Media Effects*	3
	Total	19

<sup>1</sup> Students in the scriptwriting concentration are required to take both TVR-13100 Media Writing and TVR-13400 Developing Story Narratives.

Television-Radio

**Additional requirements for the video production concentration**

TVR-11500	Introduction to Field Production	4
TVR-21500	Intermediate Field Production	4
TVR-22500	Television Production and Direction	4
TVR-49100	Video Workshop	4

**Choose one of the following:**

TVR-26000	Quantitative Mass Media Research Methods* (3)	
TVR-26200	Qualitative Mass Media Research Methods* (3)	
TVR-29700	Documentary Research (4)	3-4

**Choose one of the following:**

TVR-12200	Media Aesthetics and Analysis*	
CNPH-10100	Introduction to Film Aesthetics and Analysis*	
TVR-13400	Developing Story Narratives* 2	3

<sup>2</sup> Students who elect TVR-13400 Developing Story Narratives must also take TVR-13100 Media Writing as a core course.

**Choose two of the following:**

TVR-27100	Audio Production (4)	
TVR-30400	Advanced Studio Production (4)	
TVR-30900	Motion Graphics and Animation (4)	
TVR-31000	Experimental Video (4)	
TVR-31500	Advanced Field Production (4)	
TVR-39700	Nonfiction Production (4)	8
	<b>Total</b>	<b>30-31</b>

**Additional requirements for the audio production concentration**

PHYS-16000	The Physics of Sound*	3
MUNM-25100	Music and the Media*	3
TVR-27100	Audio Production	4
TVR-37100	Advanced Audio Production	4
TVR-47100	Audio Workshop	4

**Choose one of the following:**

TVR-26000	Quantitative Mass Media Research Methods* (3)	
TVR-26200	Qualitative Mass Media Research Methods* (3)	
TVR-29700	Documentary Research (4)	3-4

**Choose two of the following:**

THPA-30600	Sound Technology* (3)	
THPA-30700	Sound Design* (3)	
MUMC-14500	Introduction to Electroacoustic Music* (2)	
MUMC-24800	Digital Sound Production* (2)	
MUMC-24900	Techniques and Analysis of Electroacoustic Music Composition* (2)	
MUMC-25000	Digital Recording and Editing* (2)	
MUMC-34800	Advanced Microphone Techniques (2)	
MUMC-34900	Advanced Recording Techniques (2)	4-6
	<b>Total</b>	<b>25-28</b>

**Additional requirements for the scriptwriting concentration**

TVR-12200	Introduction to Media Aesthetics and Analysis* <b>or</b>	
CNPH-10100	Introduction to Film Aesthetics and Analysis	3
TVR-13400	Developing Story Narratives	3
CNPH-23300	Screenwriting	3
TVR-33300	Writing for Series Television	3
TVR-43100	Advanced Writing for Television	3

**Choose one of the following:**

TVR-26000	Quantitative Mass Media Research Methods* (3)	
TVR-26200	Qualitative Mass Media Research Methods* (3)	
TVR-29700	Documentary Research (4)	3-4
	<b>Total</b>	<b>18-19</b>

**Additional requirements for the international communications concentration**

POLT-12900	Introduction to Global Studies (Politics)* <b>or</b>	
ANTH-12900	Introduction to Global Studies (Anthropology)*	3
TVR-22000	Global Flow of Information*	3
TVR-26200	Qualitative Mass Media Research Methods*	3
TVR-32400	European Mass Media*	3
TVR-32500	Seminar in Development Communications*	3
TVR-46200	Seminar in Geomedia*	3

**Choose one of the following 3-credit courses**

(requires approval of adviser and department chair):

ECON-36200	Comparative Economic Systems*	
ECON-36800	Current International Economic Issues*	
ECON-41100	International Economics*	
GERM-34100	German Cultural History*	
POLT-30600	U.S. Foreign Policy*	
POLT-32200	British Foreign Policy (London Center)*	
POLT-32500	Chinese Politics*	
POLT-32600	Russian Politics*	
POLT-32700	The Politics of Development*	
POLT-32800	International Conflict*	
POLT-33000	Western European Politics*	
POLT-33100	Latin American Politics*	
HIST-20300	Introductory Geography*	
HIST-30700	United States as a World Power I, 1900-1945*	
HIST-30800	United States as a World Power II, 1945 to the Present*	
	Japan*	
HIST-34200	Europe in the 20th Century*	
HIST-38200	Latin American Civilization*	
SPAN-24300	Intercultural Communications*	
SPCM-34700	Global Race and Ethnic Relations*	
SOCI-30300	Southeast Asia, Its Peoples and Cultures*	
ANTH-22000	Seminar in World Ethnography: Selected Topics*	
ANTH-29000-29900	International Business Operations*	
INTB-26500	Export/Import Operations	
INTB-48000	International Marketing	
MKTG-38000	<b>Total</b>	<b>3</b>
		<b>21</b>

**Additional requirements for the directed studies concentration**

**Choose one of the following:**

TVR-26000	Quantitative Mass Media Research Methods*(3)	3-4
TVR-26200	Qualitative Mass Media Research Methods*(3)	
TVR-29700	Documentary Research (4)	
	Selected communications courses (approved by the department chair)	12
	<b>Total</b>	<b>15-16</b>

A plan of study that differs from other concentrations by at least two courses together with a rationale must be developed by the student in consultation with his or her adviser and approved by the chair of the television-radio department.

**Supplemental requirements for all majors**

	Speech course	3
WRTG-xxxxx	Introductory writing course (except WRTG-10100; placement based on verbal SAT and a writing sample)	3
	Fine arts (FA) course	3
	Business or economics course	3
	Social or computer science course	3
	<b>Total</b>	<b>15</b>

**Summary**

	Departmental requirements	19
	Concentration requirements	15-31
	Supplemental requirements	15
	Electives	55-71
	<b>Total, B.S. in television-radio</b>	<b>120</b>

**Minor Programs in Television-Radio**

The minor programs of the television-radio department offer students an opportunity to extend and enhance their college experience. Some enrollment restrictions apply; see the individual descriptions.

Applications for minors are accepted in October for the following spring semester and March for the following fall semester. Information concerning admission criteria and program requirements is available in the dean's or department office. Students applying to any minor offered by the television-radio department must have a minimum cumulative GPA of 3.25, but this minimum does not guarantee acceptance.

**Course Duplication** — A course that fulfills a requirement for a student's major and minor programs is counted toward the major. The minor discipline determines whether the requirement is to be waived or how else it must be fulfilled. Course duplication will only be considered an issue when a required course is specified by number and title in both the major and minor.

#### Special Academic Policy for Television-Radio Minor Programs

Minors are required to maintain a cumulative GPA of 2.50 in required television-radio (TVR-prefix) courses, as well as an overall cumulative GPA of 2.50. As stated above, students must have a minimum cumulative GPA of 3.25 in order to apply to any minor in the television-radio department, but this minimum does not guarantee acceptance.

#### Minor in Audio Production

**Megan Roberts, Associate Professor and Coordinator**

Not open to television-radio majors.

This minor provides broad-based knowledge of the theory and practice of audio production. Students learn the scientific and aesthetic aspects of sound, as well as a broad range of audio production techniques applicable to music, theater, and electronic media. Courses are drawn from the Park School, the School of Music, and the physics and theater arts departments in the School of Humanities and Sciences. Students must have a minimum cumulative GPA of 3.25 in order to apply to the minor, but that does not guarantee acceptance.

#### Required courses for the minor

TVR-10100	Introduction to Media Production	4
PHYS-16000	The Physics of Sound	3
MUNM-25100	Music and the Media	3
TVR-27100	Audio Production	4
TVR-37100	Advanced Audio Production	4
<b>Choose a minimum of 6 credits from the following:</b>		
THPA-30600	Sound Technology (3)	
THPA-30700	Sound Design (3)	
MUMC-14500	Introduction to Electroacoustic Music (2)	
MUMC-24800	Digital Sound Production (2)	
MUMC-24900	Techniques and Analysis of Electroacoustic Music Composition (2)	
MUMC-25000	Digital Recording and Editing (2)	
TVR-47100	Audio Workshop (4)	6-7
	Total	24-25

#### Additional requirements for the minor

All prerequisite courses must be completed with a grade of B or better to qualify the student for placement in advanced courses.

#### Minor in Integrated Marketing Communications

**Scott Hamula, Associate Professor and Coordinator**

Not open to integrated marketing communications and sports information and communication/sport media majors. Applications for the minor are accepted once per semester. Contact the dean's office or department office for deadlines. Space is limited and acceptance is competitive. Students must have a least a 3.25 minimum cumulative GPA to apply, but this minimum is not a guarantee of acceptance.

The minor in integrated marketing communications, offered in cooperation with the School of Business, provides broad-based knowledge of the theories and applications of the newly converged realms of advertising, public relations, sales promotion, and marketing. The minor provides knowledge and application of the persuasive processes used in integrated marketing communications in print, broadcast, web-based, and other media.

#### Required courses for the minor

TVR-10300	Introduction to Strategic Communication	3
TVR-23200	Public Relations	3
TVR-24100	Advertising	3
MKTG-31200	Principles of Marketing (taken in spring only)	3
TVR-33000	Advertising Copywriting and Art Direction (3) <b>or</b>	
TVR-33200	Writing for Public Relations (3)	3
TVR-42400	Critical Issues in Integrated Marketing Communications	3
	Total	18

#### Additional requirements for the minor

All prerequisite courses must be completed with a grade of B or better to qualify the student for placement in advanced courses.

#### Minor in International Communications

**Coordinator, to be appointed**

Not open to television-radio majors who have a declared concentration in international communications; open to all other television-radio majors. Television-radio majors with a minor in international communications will have the course TVR-12100 Introduction to Mass Media waived as a requirement for the minor, since that course is required for the major. Students must have a minimum cumulative GPA of 3.25 in order to apply for this minor, but this minimum does not guarantee acceptance.

The minor in international communications gives students from a variety of disciplines a broad knowledge of international communication theory and practice. It also provides knowledge of the global flow of information. Students have opportunities to relate theories and practices of international communication to their own disciplines. There is currently a moratorium on new students accepted into the minor. Interested students should meet with the department chair.

#### Required courses for the minor

TVR-12100	Introduction to Mass Media	3
POLT-12900	Introduction to Global Studies (Politics) <b>or</b>	
ANTH-12900	Introduction to Global Studies (Anthropology)	3
TVR-22000	Global Flow of Information	3
TVR-26200	Qualitative Mass Media Research Methods	3
TVR-32400	European Mass Media	3
TVR-32500	Seminar in Development Communications	3
TVR-46200	Seminar in Geomedia	3
	One additional elective from the list of international course options available from advisers or the department office	3
	Total	24

#### Minor in Scriptwriting

**Cynthia Savaglio, Assistant Professor and Coordinator**

Not open to television-radio majors who have a declared concentration in scriptwriting; open to all other television-radio majors. Television-radio majors with a minor in scriptwriting will have the course TVR-12100 Introduction to Mass Media waived as a requirement for the minor, since that course is required for the major.

This minor is offered in cooperation with the Department of Cinema and Photography and both the theater arts department and the writing department in the School of Humanities and Sciences. The minor develops skills and knowledge of this specialized discipline in both its dramatic and nondramatic aspects. Students must have a minimum cumulative GPA of 3.25 in order to apply to the minor, but this minimum does not guarantee acceptance.

#### Required courses for the minor

TVR-10100	Introduction to Media Production	4
TVR-13400	Developing Story Narratives	3
TVR-33300	Writing for Series Television	3
TVR-43100	Advanced Writing for Television	3
THPA-16000	Introduction to Theater	3
CNPH-23300	Screenwriting	3
THPA-36500-36600	Playwriting	3
	Writing department elective (level 2 or above)	3
	Total	25

#### Additional requirements for the minor

All students who are minors in scriptwriting must complete THPA-16000 Introduction to Theater before taking THPA-36500-THPA-36600 Playwriting. All students who are minors in scriptwriting must complete TVR-10100 Introduction to Media Production before taking any of the level-3 courses. Students must receive a grade of B or better in all prerequisite courses. The writing department elective must be approved by the minor adviser.

## B.S. in Integrated Marketing Communications

**Scott Hamula, Associate Professor and Coordinator**

The integrated marketing communications program is built on the merging of specific coursework from the Roy H. Park School of Communications television-radio department and the School of Business. This degree teaches students about the newly converged fields of advertising, public relations, sales promotions, and marketing. Students learn how these specialized areas are combined into seamless communications programs that affect the various publics of businesses, not-for-profit organizations, and governmental agencies.

### Academic Policies

In addition to meeting general College guidelines for academic standing and Park School academic policies, majors in integrated marketing communications are required to maintain a cumulative GPA of 2.50 in all required courses, as well as an overall cumulative GPA of 2.50. Students wishing to pursue a major in integrated marketing communications should plan carefully and limit themselves to the business courses required within the major in order to adhere to the policy that undergraduate students who are neither accounting nor business administration majors may not register for more than 29 credit hours of business coursework (i.e., ACCT-xxxxx, INTE-xxxxx, MGMT-xxxxx, FINA-xxxxx, MKTG-xxxxx, HRM-xxxxx, PROD-xxxxx, LGST-xxxxx, BINT-xxxxx, BGRD-xxxxx). Students with junior or senior ranking who are accepted into the integrated marketing communications degree may not be able to meet all degree requirements without studying for an extra semester or two.

### Advising Note

Students with a double major in integrated marketing communications and business who are interested in applying to the master of business administration should contact the School of Business Office of the Dean for information on a curriculum bridge of five business courses that can be taken during the summer following graduation before entrance into the M.B.A. in the fall.

### Requirements for the Major

All majors must complete a minimum of 60 credits outside communications, and a minimum of 50 percent of their credits (normally 60) in courses designated as liberal arts (LA).

\*Denotes a liberal arts course

#### Communications course requirements

TVR-10300	Introduction to Strategic Communication*	3
TVR-12100	Introduction to Mass Media*	3
TVR-13100	Media Writing*	3
TVR-23200	Public Relations*	3
TVR-24100	Advertising*	3
TVR-26000	Quantitative Mass Media Research Methods* [3] <b>or</b>	
PSYC-20700	Statistics in Psychology* [4]	3-4
TVR-29600	Audience Research	3
TVR-31200	Government and Media*	3
TVR-33000	Advertising Copywriting and Art Direction	3
TVR-33200	Writing for Public Relations	3

#### Choose one of the following:

TVR-42000	Critical Issues in Integrated Marketing Communications* [3]	
TVR-44000	Public Relations Lab [3]	
TVR-44100	Ad Lab [3]	
TVF-43000	Brand Design and Communication [3]	
OCLD-43400	Organizational Communication Management [3]	3
	Total, communications course requirements	33-34

#### Business course requirements

LGST-20300	Legal Environment of Business	3
ACCT-22500	Financial Accounting	3
MKTG-31200	Principles of Marketing	3
MKTG-32300	Consumer Behavior	3
MKTG-38000	International Marketing	3
MKTG-39000	Principles of Electronic Commerce <b>or</b>	
MKTG-39100	Electronic Commerce: Legal Issues	3
MKTG-41100	Marketing Research	3

#### Choose one of the following:

MKTG-34500	Sales Management [3]	
MKTG-48600	Marketing Strategy [3]	
MKTG-49100	Marketing on the Internet [3]	3
	Total, business course requirements	24

#### Other course requirements

WRTG-10600	Academic Writing I* <b>or</b>	
WRTG-11100	Academic Writing II*	3
ECON-12200	Principles of Microeconomics*	3
SPCM-11500	Business and Professional Communication* [3] <b>or</b>	
OCLD-10800	Human Communication in Organizations* [3]	3
COMP-11000	Introduction to Computers and Information Systems* <b>or</b>	
OCLD-15000	Professional Applications of Technology	3
	Total, other course requirements	12

#### Summary

Communications course requirements	33-34
Business course requirements	24
Other course requirements	12
Electives	50-51
Total, B.S. in integrated marketing communications	120

## CINEMA AND PHOTOGRAPHY COURSES

### CNPH-10100 Introduction to Film Aesthetics and Analysis LA HU

An analysis of the cinematic techniques utilized throughout film history to create meaning, suggest mood, develop psychology of characters, and communicate ideas. Emphasis is placed on classic American and foreign films, from the silent period to the present day. 3 credits. (F)

### CNPH-11100 Cinema Production 1 NLA

In this intensive production experience, students learn the rudiments of creating a motion picture. Aspects of preproduction (idea conception, budgeting), production (camerawork, directing), and postproduction (sound and picture editing) are introduced as students create multiple works of cinema art. 4 credits. (F-S)

### CNPH-14100 Introduction to Photography LA 3b

Introduction to photographic processes and historical, conceptual, and aesthetic concerns. Fundamentals of the art, including camera handling, exposure, digital image control and correction, lighting, composition, and printing. 4 credits. (F-S)

### CNPH-20100 Film and Literature LA

Analysis of relationships between literature and film, focusing on the filmmaker's translation of verbal information to the screen. Topics include how the filmmaker transforms words into images and sound to establish setting and mood and convey characters' physical, emotional, and mental experiences, and how the filmmaker or scriptwriter is influenced by political, sociological, and production factors in determining what aspects of the work of literature are conveyed in the new medium. Prerequisites: CNPH-10100. 3 credits. (IRR)

### CNPH-20310 The Photograph in Exhibition LA

Addresses the issue of photographic exhibition — touching on considerations of context, scale, and installation — as it affects the experience and meaning of images. Students will attend a series of photographic exhibitions and will critically evaluate the content of each through written papers and oral presentations. Prerequisites: Open only to B.S. cinema and photography students in the still photography concentration. Corequisites: CNPH-24000. 1 credit. (S)

### CNPH-21001–CNPH-21099 Special Topics in Cinema Production NLA

Study of the cinema production process using significant works representative of important historical and contemporary ideas and movements. Screenings and readings inform discussions and analysis, providing familiarity with a broad range of production models, and connect cinematic work to larger questions of cultural production and artistic expression. Students in the B.S. cinema production concentration and B.F.A. degree in film, photography, and visual arts will take two different offerings of the course; the course may be repeated once. Prerequisite: One course in the humanities or fine arts. 3 credits. (F-S)

- CNPH-21100 Sync-Sound Production Technique** NLA  
In this minicourse, students participate in several workshops using sync-sound recorders and cameras to understand how to create sync-sound film productions. Students will gain technical proficiency with sync-sound production through hands-on experience. Prerequisites: CNPH-11100. 1 credit. (F-S)
- CNPH-21400 Hollywood and American Film** LAHU  
The focus is on the historical, economic, and social formations in the evolution of a wide range of American cinemas, including Hollywood, independent work, documentary, experimental, and hybrid forms. A survey and analysis of films of representative American directors, styles, and genres will be conducted. 4 credits. (S)
- CNPH-22400 Cinema Production 2** NLA  
In this intermediate-level motion picture production course, students complete several works of cinema, continuing where Cinema Production 1 left off in both technical and artistic sophistication. Students will make significant progress in the areas of sound design, cinematography, directing, and editing. Prerequisites: CNPH-11100. 4 credits. (F-S)
- CNPH-23300 Screenwriting** NLA  
Introduction to the theory and practice of screenwriting. Topics include analysis and writing of feature-length, short, and experimental screenplays; adapting literary sources for the screen; the business of screenwriting; and computer formatting of screenplays. Prerequisites: CNPH-10100 or TVR-13100; sophomore standing. 3 credits. (F-S)
- CNPH-24000 History of Photography** LA  
Study of photography from its beginning to its emergence as an important means of communication and expression. Critical examination of the growth and relationship of the contribution of photography to the visual arts. The development of the medium is seen through the eyes of past and present masters who struggled to understand and perfect it. Prerequisites: Nonmajors must have at least sophomore standing. 3 credits. (S)
- CNPH-24200 Intermediate Photography** NLA  
Rigorous immersion in color processes and aesthetic concerns. Further technical mastery of image making, including large-format film, digital acquisition, high-resolution scanning, color control, and digital color output. Coursework introduces different modes of working and genres in the medium of photography. Students are asked to employ the various techniques to solve a variety of conceptual and aesthetic problems in the medium. Prerequisites: CNPH-14100. 4 credits. (F-S)
- CNPH-25500 Survey of Critical Methodologies in Mass Media** LA  
Introductory overview of methodologies and approaches for the study of mass communications. Critical, historical, and social science methods are examined in terms of their framing of mass media, their philosophical approaches, their method of research, and their history and usage within the field of mass communications. Emphasis is placed on using these methods as analytical tools. Prerequisites: TVR-12100 or CNPH-10100. 3 credits. (IRR)
- CNPH-30000 Fiction Film Theory** LA  
Close visual analysis of film, focusing on cinematographic and directorial aspects of film style. Detailed examination of specific films and various theories. Prerequisites: CNPH-10100; at least two level-2 liberal arts courses; permission of instructor. 3 credits. (F)
- CNPH-30100 Nonfiction Film Theory** LA  
Investigation of the social, historical, cultural, and aesthetic implications of nonfiction film through historical overview of various films. This course uses social theory, economic theory, ethnography, historiography, and documentary theory to explore the intersection of historical contexts and film movements. Prerequisites: CNPH-10100; at least two level-2 liberal arts courses; permission of instructor. 3 credits. (F)
- CNPH-30200 Selected Topics** LA/NLA  
Intensive exploration and analysis of a specific area of film study, allowing students to concentrate their study in an upper-level course. Depending on faculty research interests and student demand, this course may cover genres, periods, directors, and other cinematic conceptual frameworks. Prerequisites: Vary depending on the topic; consult department. 3 credits. (S)
- CNPH-30300 Images of Men and Women in Mass Media** LA  
Investigation and assessment of the social construction of gender representations in mass media: feminist films, television, pornography, art photography, popular music, and fashion. As a survey of contemporary feminist cultural theory, social history, and criticism, this course analyzes mass culture as the site of mediation and articulation of discourses on women, men, and gender difference. Prerequisites: CNPH-23300, CNPH-24000, or at least three level-2 courses in television-radio, art history, politics, or sociology. 3 credits. (IRR)
- CNPH-30400 Photography: Selected Topics** NLA  
Exploration and analysis of a specific area of photography. Topics vary based on student demand and on faculty expertise and research interests. Prerequisites: CNPH-14100, CNPH-24200, or may vary depending on topic — refer to *Undergraduate Course Offerings* each semester. 4 credits. (F-S)
- CNPH-30500 Contemporary Film Criticism** LA  
Analysis and evaluation of contemporary films and criticism. Students trace current feature films to their artistic and cinematic roots and assess the value of the new offerings. At the same time, they evaluate national criticism (not reviews) of the new offerings. Prerequisites: CNPH-10100; CNPH-11000 or TVR-13100; CNPH-23300; CNPH-30000. 3 credits. (IRR)
- CNPH-32100 Advanced Cinema Production: Fiction** NLA  
This intensive, advanced-level course examines cinema as a form of storytelling. Students produce their own cinema projects and critical papers to familiarize themselves with techniques of aesthetics specific to narrative cinemas. A final project of the student's design and participation in a culminating public exhibition of work from the class are required. Prerequisites: CNPH-22400. 4 credits. (F-S)
- CNPH-32200 Advanced Cinema Production: Nonfiction** NLA  
This intensive, advanced-level course examines the relationship between the theory and practice of cinematic documentary. Students produce short cinema projects and critical papers to familiarize themselves with techniques and aesthetics specific to documentary modes of cinema. A final project of the student's design and participation in a culminating public exhibition of work from the class are required. Prerequisites: CNPH-22400. 4 credits. (S)
- CNPH-32300 Advanced Cinema Production: Experimental** NLA  
This intensive, advanced-level course examines cinema as a visual art form akin to painting, photography, and sculpture. Readings, lectures, and screenings are used to develop a basic context for relevant critical, historical, and theoretical issues, with emphasis placed on the various formal, conceptual, structural, and post-structural ideas that characterize 20th-century modern and contemporary art. Students produce their own cinema projects and critical papers to familiarize themselves with these ideas and practices. A final project and participation in a culminating public exhibition of work from the class are required. Prerequisites: CNPH-22400. 4 credits. (F)
- CNPH-32400 Advanced Cinema Production: Animation** NLA  
Intensive exploration of the art and craft of animated cinema. Through directed productions, screenings, readings, and workshops, students develop experience in several modes of animation including, but not limited to, cameraless, cel, electronic, and object animation within the context and history of cinema. Prerequisites: CNPH-22400. 4 credits. (Y)
- CNPH-33001 through CNPH-33099 Special Topics in Advanced Cinema Production** NLA  
Exploration of a specific area of cinema production, designed to enhance and enrich the traditional production curriculum and provide significant professional training for an ever-changing discipline. Subjects will likely include, but are not limited to: cinematography, sound design, advanced editing, alternative special effects, and directing for the screen. Topics will vary to reflect current and future trends in cinema production, as well as student demand and faculty expertise. Prerequisites: CNPH-22400. 4 credits. (Y)
- CNPH-33300 Advanced Screenwriting** NLA  
Advanced theory and practice of screenwriting, with analysis of both classic and contemporary screenplays. Students complete a substantial portfolio of work in short and/or feature-length forms and participate in written and oral critiques of each other's work. With the permission of the instructor, students may rewrite and polish a script begun elsewhere. May be taken twice for credit. Prerequisites: CNPH-23300. 3 credits. (F-S)
- CNPH-40200 Photographers' Forum** LA  
Addresses the continuities and disparities between photographic images and the intent of their makers. Students attend a series of photographers' presentations and critically evaluate each through written and oral presentations. Prerequisites: CNPH-24000; one level-3 course in cinema, photography, or art history; senior standing. Open only to B.S. cinema and photography students in the photography concentration. Corequisites: CNPH-44000. 1 credit. (F)

**CNPH-40901 through CNPH-40999 Seminar in Film Studies** LA

Capstone course in film studies that provides an intensive experience in cinema research. Designed as a seminar to allow students to engage actively in their own research and critical thinking in this area, the course revolves around an intensive schedule of screenings and key readings on a particular topic in film studies. May be repeated with permission of instructor. Prerequisites: CNPH-30000, CNPH-30100, or permission of instructor. 4 credits. (Y)

**CNPH-42000 Thesis Cinema Production** NLA

Individual experience preparatory to graduate study and careers in cinema production. This course is designed to bring together ideas, processes, practices, and theories in the service of the production of a substantial work of cinema. Students will pursue an entire project from conception to completion, combining intensive preproduction, production, and postproduction with in-depth instruction on lab work, distribution, and exhibition. Throughout the course, emphasis is placed on instructor, peer, and self-critique. In addition to completion of the final production, students are expected to generate an essay that situates their work within the history of the medium and contextualizes its relationship to current intellectual and creative debates. Prerequisites: CNPH-11100, CNPH-22400, CNPH-23300, CNPH-30000, or CNPH-30100; CNPH-32100, CNPH-32200, CNPH-32300, or CNPH-32400; senior standing. 4 credits. (F-S)

**CNPH-43201 through CNPH-43299 Selected Topics in Screenwriting** NLA

Exploration and analysis of a specific genre or type of screenwriting. Topics vary based on faculty interests and student demand. May be repeated once for credit when topics vary. Prerequisites: CNPH-33300; junior standing; screenwriting concentration; permission of instructor. 3 credits. (Y)

**CNPH-43300 Screenwriting Workshop** NLA

A workshop in writing feature-length scripts for narrative film, preparatory for graduate study or a career in screenwriting, film, or television. Students complete a new feature-length script or, in rare instances with permission of the instructor, rewrite and polish a script begun elsewhere. Prerequisites: At least two semesters of CNPH-33300 or TVR-43100 and one semester of CNPH-33300; senior standing. 3 credits. (S-Y)

**CNPH-44000 Contemporary Photographic Issues** LA

Through lectures and discussions, the student is exposed to the changes and growth of the photographic medium. Photographic theories, criticism, classification, and aesthetics, as well as individual photographers, are explored to develop an understanding of contemporary photography. Prerequisites: CNPH-24000; one level-3 course in cinema, photography, or art history; senior standing. 3 credits. (F)

**CNPH-44300 Photo Workshop** NLA

Individual experience preparatory to graduate study and to careers in photography. Designed to fit the individual student's background and interests. Students bring together technical and conceptual competencies mastered in previous photography courses for the purpose of assembling a unified portfolio of exhibition-ready, fully realized work. Prerequisites: CNPH-24200; senior standing or permission of instructor. 4 credits. (S)

**CNPH-45000 Cinema Production Practicum** NLA

Motion picture production capstone course, in which students undertake the primary creative and professional roles in a significant project under the direct supervision of a faculty specialist. The nature of the project will vary with each offering. Prerequisites: CNPH-11100; CNPH-22400; CNPH-32100, CNPH-32200, CNPH-32300, or CNPH-32400; senior standing; faculty permission. 4 credits. (IRR)

**CNPH-49000 Internship** NLA

Jointly supervised work experience with a cooperating institution in the field of cinema or photography, intended to motivate the intern toward professional growth through observation and participation, to provide opportunities to meet active professionals, and to stimulate career planning. Skills and academic knowledge will be put into practice. May be repeated. Total may not exceed 12 credits, including London and Los Angeles internships. Prerequisites: Junior cinema and photography or film, photography, and visual arts major or minor; completion of the Park School internship procedures. Pass/fail only. 1-6 credits. (F-S)

**CNPE-49800 London Communications Internship** NLA

A limited number of internships with cooperating institutions or organizations are available to communications majors. The jointly supervised work experience offers the opportunity to learn through observation and participation in a professional setting. See p. 264. Prerequisites: Junior or senior standing;

completion of Park School internship procedures; approval of the dean in the semester preceding the London registration. Pass/fail only. 3-6 credits. (F-S)

**CNPH-49900 Independent Study** LA

Intensive study of one of the following problems under the supervision of a faculty adviser: program evaluation, scriptwriting, production, programming, film and cinema studies, contemporary issues in communications. Comprehensive research paper and/or project is required. Prerequisites: Junior cinema and photography or film, photography, and visual arts major. 3 credits. (F-S)

**GENERAL COMMUNICATIONS COURSES**

**GCOM-11100 Time Management** NLA

Learn and practice processes for identifying personal and work goals, plan steps to achieve those goals, and prioritize tasks to take those steps. Learn to use day-planners as devices to control and monitor your time and activities and your progress toward your goals. Learn how to deal with clutter, paper, and deadlines. Examples are chosen from the field of communication. 1 credit. Block course. (IRR)

**GCOM-29200 Minicourses in Communications** NLA

A series of short courses in specialized areas of communications that do not meet the College guidelines for liberal arts designation. Visiting lecturers and faculty of the school participate in areas of their expertise. May be repeated. Prerequisites: Vary depending on the topic; refer to *Undergraduate Course Offerings* each semester. Pass/fail. 1-2 credits. (IRR)

**GCOM-29300 Minicourses in Communications** LA

A series of short courses in specialized areas of communications that meet the College guidelines for liberal arts designation. Visiting lecturers and faculty of the school participate in areas of their expertise. May be repeated. Prerequisites: Vary depending on the topic; refer to *Undergraduate Course Offerings* each semester. Pass/fail. 1-2 credits. (IRR)

**GCOM-32600 Media Industries** NLA

Introductory overview of media and media-related industries (film, television, radio, corporate communications, sound recording, journalism, advertising, and public relations), with an emphasis on the interrelationship between the corporate and economic structures of the Hollywood system and media production. The course combines lectures, classroom exercises, and panel discussions with creative and corporate professionals currently working in the industry. Prerequisites: Junior standing. 1 credit. (Offered in Los Angeles F-S)

**GCOM-41200 Selected Topics** LA

Exploration and analysis of a specific area of communication. Topics vary based on student demand and faculty expertise and research interests. Course content and pedagogical methods meet College guidelines for liberal arts designation. Not a production course. May be repeated once. Total number of credits in any combination of TVR-41200, TVR-41210, GCOM-41200, GCOM-41210, OCLD-39000, and OCLD-39010 may not exceed 6. Prerequisites: Junior standing; others vary depending on the topic. Refer to *Undergraduate Course Offerings* each semester. 3 credits. (IRR)

**GCOM-41210 Selected Topics** NLA

Exploration and analysis of a specific area of communication. Topics vary based on student demand and faculty expertise and research interests. Course content and pedagogical methods do not meet the College guidelines for liberal arts designation. Not a production course. May be repeated once. Total number of credits in any combination of TVR-41200, TVR-41210, GCOM-41200, GCOM-41210, OCLD-39000, and OCLD-39010 may not exceed 6. Prerequisites: Junior standing; others vary depending on the topic. Refer to *Undergraduate Course Offerings* each semester. 3 credits. (IRR)

**COMMUNICATION MANAGEMENT AND DESIGN COURSES**

Note: Prior to the 2006-7 academic year the degree program was called organizational communication, learning, and design (OCLD). The department's course prefix will change to CMD in the 2007-8 catalog.

**OCLD-10300 Introduction to Strategic Communication** LA

Introduction to the fundamental theories, concepts, and applications of strategic communication to meet a variety of organizational goals. Provides an overview of practices in communication management, learning, and design and integrated marketing communications. Describes how these elements can be combined to create seamless programs that affect the various publics of businesses and not-

for-profit organizations and how such programs increase organizational value and effectiveness. Students investigate issues that challenge contemporary organizations by analyzing case studies, conducting research, and designing possible solutions from multiple perspectives. This course is cross-listed with TVR-10300. 3 credits. (F-S)

**OCLD-10800 Human Communication in Organizations** SS LA

An introductory examination of human communication in organizations, with an opportunity to develop the skills necessary to approach organizational communication situations. Includes the use of mediated communication for skill development and evaluation. 3 credits. (F-S)

**OCLD-12300 Systems Thinking and Design: Undisciplined, Out of Control** SS LA

Introduction to the perspectives and approaches of systems science and design, particularly emphasizing the usefulness of their combination in planned change in organizations. Sample topics include thinking across and beyond disciplines; systems types and views; complexity; rational and creative (out-of-control) processes; and the consequences of innovation. Most assignments and projects are set in the context of organizational communication and learning, but their relevance and value extend well beyond. 3 credits. (Y)

**OCLD-15000 Professional Applications of Technology** NLA

Introduction to professional tasks and the preparation of a broad range of communications and learning materials using technology tools. Hands-on practice designing organizational communications, presentations, training materials, and project management reports. Emphasis given to planning, problem solving, decision making, professional responsibilities, and ethics. Review of computer software tools and concepts. Introduction to roles and tasks of communications/learning professionals. 3 credits. (F-S)

**OCLD-20000 The Digital Workplace** LA

An overview of contemporary media technologies with an emphasis placed on applying theories of management, communication, and learning to select appropriate media and strategies. Students use and critique technologies such as websites, telephone and video conferencing, personal digital assistants, electronic presentation support, groupware, and interactive multimedia systems as they are applied to communication, collaboration, and education in contemporary workplaces and schools. Not open to communication management and design majors. Prerequisites: Sophomore standing or permission of instructor. 3 credits. (Y)

**OCLD-21000 Instructional Design** NLA

A study of basic theories, principles, and models of design, learning, and instruction that provide a foundation for the design of learning systems. Emphasis is placed on evaluation and criticism of design products, examination of design processes, and creation of new design products. Prerequisites: OCLD-10300, OCLD-12300, or OCLD-22200. 3 credits. (Y)

**OCLD-21100 Corporate Communication: Strategy and Design** NLA

This course is intended to give students a strong foundation in the strategy and design of corporate communication programs for internal and external communication. Students will use theories, principles, and practices of corporate communication to assess contemporary strategies and communication efforts and will gain experience in strategic design for both internal communication (e.g., employee communication, change communication, knowledge management) and external communication (e.g., communication with investors and the community, interorganizational communication, crisis communication, customer and government relations). Prerequisites: OCLD-10300 or 3 credits in communication. 3 credits. (Y)

**OCLD-22000 Interactive Multimedia** NLA

Provides hands-on experience in designing and creating interactive multimedia projects. An examination of the theoretical bases and applications of interactive media informs students' decisions in designing their projects. Student projects focus on instructional, promotional, and informational applications of these web-based technologies. Prerequisites: COMP-11000, COMP-10500, or OCLD-15000; sophomore standing. 3 credits. (Y)

**OCLD-22200 Presentation Media Design and Production** NLA

Introduction to the design and production of audiovisual media, including computer-generated graphics, overhead transparencies, posters, and websites. Emphasis on systematic design and production; critical application of visual literacy and graphic design principles to instructional, informational, and motivational messages; and creative use of these media in organizational settings. Practical experience in graphic design layout, pictorial composition, computer image manipulation, website design and development, storyboarding,

budgeting, and presentation planning and delivery, emphasizing hands-on use of computer systems. Prerequisites: Sophomore standing. 3 credits. (F-S)

**OCLD-23000 Meeting and Event Management** NLA

Provides theoretical grounding and practical skills in meeting and event management. Students learn to design, manage, lead, and critique decision-making and information-sharing meetings, corporate training courses and symposia, trade shows, conferences, online "webinars" and collaboration, and special events. Student groups practice facilitation, decision-making, and event-planning skills in developing actual class tours and guest speaker presentations. Prerequisites: OCLD-10300 or OCLD-10800. 3 credits. (Y)

**OCLD-23400 Introduction to Promotional and Instructional Video** NLA

Introduction to the theory and practice of video design and production in corporate and other organizational settings. Emphasis is placed on the nature of corporate, industrial, instructional, and not-for-profit video; program formats; and beginning field production and postproduction. Prerequisites: OCLD-15000. 3 credits. (F)

**OCLD-24000 Organizational Writing and Publishing** NLA

Through theory and practice, this course examines the roles of and techniques for creating printed materials, such as public relations materials, proposals, manuals, newsletters, and annual reports. Students use desktop publishing systems for writing and layout assignments and examine the effects of design and dissemination decisions on internal and external audiences. Prerequisites: WRTG-10600 or WRTG-11100. 3 credits. (Y)

**OCLD-25100 Organizational Culture and Conflict** SS LA

Examination of the role communication practice plays as both the foundation of organizational culture and the means by which organizational conflict is expressed and negotiated. Focus is on the role of communication in framing and sustaining organizational culture, as well as how modes of communicating and mediating conflict are manifestations of an organization's culture. Review of the value-based, symbolic, and ritualistic foundations of conflict as it occurs between members of organizations, as well as between organizations and the public. Includes the use of appropriate case studies to amplify communication issues. Prerequisites: OCLD-10800 or sophomore standing. 3 credits. (Y)

**OCLD-29200 Minicourses in Communications** NLA

A series of short courses in specialized areas of communications that do not meet the College guidelines for liberal arts designation. Visiting lecturers and faculty of the school participate in areas of their expertise. These courses do not count toward required communication management and design electives. May be repeated. Prerequisites: Vary depending on the topic; refer to *Undergraduate Course Offerings* each semester. Pass/fail only. 1 credit. (IRR)

**OCLD-29300 Minicourses in Communications** LA

A series of short courses in specialized areas of communications that meet the College guidelines for liberal arts designation. Visiting lecturers and faculty of the school participate in areas of their expertise. These courses do not count toward required communication management and design electives. May be repeated. Prerequisites: Vary depending on the topic; refer to *Undergraduate Course Offerings* each semester. Pass/fail only. 1 credit. (IRR)

**OCLD-31000 Organizational Speech Writing and Interviewing** HU LA

The role of the organizational communication specialist includes many functions, two of which are addressed in this course. The organizational interviewing function focuses on dyadic and group situations where information is gathered, evaluated, and sometimes shared, such as selection, appraisal, and focus group interviews. The organizational speech-writing function focuses also on the production and dissemination of information and includes audience analysis and manuscript writing. Students prepare and conduct interviews, write speeches, and critique both the execution and underlying dynamics of each. Prerequisites: OCLD-10800, SPCM-11000, or SPCM-11500; two courses in communications, speech communication, or culture and communication. 3 credits. (Y)

**OCLD-32000 Leadership Communication** SS LA

Examines the theories and practices of participatory leadership in organizational settings. Specific attention is given to communication skills, media applications, and problem-solving and decision-making formats. Prerequisites: Three courses in the social sciences or MGMT-31000; junior standing. 3 credits. (Y)

**OCLD-34000 Research and Evaluation in Communication Management and Design** SS LA

An examination of quantitative and qualitative research and evaluation methods in applied communications settings. Emphasis is placed on theoretical bases,

procedures, and ethical considerations. Skills are developed in application of techniques as well as in interpretation and criticism of studies. Enrollment limited to communication management and design majors or minors. Prerequisites: Junior standing. 3 credits. (F)

**OCLD-34500 Performance Technology** LA  
A broad view of how factors such as learning, motivation, perception, environment, group interaction, communication, and management come together to influence individual and organizational performance. Includes the study of methods for understanding these factors and for making positive change in the performance of individuals and organizations. Topics include needs assessment, performance analysis, task analysis, system modeling, goal setting, and design. Emphasis is placed on non-training interventions. Involves a team-based project for a local nonprofit organization. Prerequisites: OCLD-12300; junior standing. 3 credits. (Y)

**OCLD-36000 Communication in Culturally Diverse Organizations** SS LA  
Explores the relationships between organizational communication, organizational culture, and multicultural organizations and such variables as race, gender, age, disability, ethnicity, and religion. Includes theoretical analysis as well as an examination of organizational practices in adapting to diversity. Special attention is given to communication strategies in culturally diverse organizations. Prerequisites: Three courses in social sciences, or SOCI-11600 and SOCI-21200; junior standing. 3 credits. (Y)

**OCLD-36500 Communication in International Organizations** SS LA  
Explores the relationship between organizational communication and culture in the context of international organizations. In particular, it focuses on communication process and structure, emphasizing the creation and interpretation of messages aimed at persuasion and influence, as well as learning, training, and performance. Prerequisites: Three courses in social sciences, or POLT-12900 and POLT-12800; junior standing. 3 credits. (Y)

**OCLD-37100 Websites That Work** NLA  
Advanced concepts involved in developing Internet and intranet sites for organizations, including planning, design, implementation, maintenance, and evaluation. Emphasis is placed on site structure, content, navigation, aesthetics, and technology. The course combines lectures, classroom exercises, and case studies to provide an in-depth understanding of website implementation in the workplace. Prerequisites: OCLD-22200. 3 credits. (Y)

**OCLD-38000 E-Learning** NLA  
The theory and practice of designing microcomputer media that help people learn. Concepts of interactivity, feedback, perception, and learning are studied. Students integrate knowledge of instructional design with microcomputer media development skills in designing, developing, and testing a computer-assisted learning lesson for an Ithaca College faculty member. Prerequisites: OCLD-10300; OCLD-21000; OCLD-22200 or COMP-10500. 3 credits. (Y)

**OCLD-39000 Selected Topics** LA  
Exploration and analysis of a specific area of communication. Topics vary based on student demand and faculty expertise and research interests. Course content and pedagogical methods meet the College guidelines for liberal arts designation. Not a production course. May be repeated once. Total number of credits in any combination of OCLD-39000, OCLD-39010, TVR-41200, GCOM-41200, OCLD-41200, TVR-41210, GCOM-41210, or OCLD-41210 may not exceed 6. Prerequisites: Junior standing; others vary depending on the topic. Refer to *Undergraduate Course Offerings* each semester. 3 credits. (IRR)

**OCLD-39010 Selected Topics** NLA  
Exploration and analysis of a specific area of communication. Topics vary based on student demand and faculty expertise and research interests. Course content and pedagogical methods do not meet the College guidelines for liberal arts designation. Not a production course. May be repeated once. Total number of credits in any combination of OCLD-39000, OCLD-39010, TVR-41200, GCOM-41200, OCLD-41200, TVR-41210, GCOM-41210, or OCLD-41210 may not exceed 6. Prerequisites: Junior standing; others vary depending on the topic. Refer to *Undergraduate Course Offerings* each semester. 3 credits. (IRR)

**OCLD-41200 Workshop in Communication Management and Design** NLA  
Individual assignments designed to provide advanced applied experiences based on students' program and career goals. Specific projects may involve production or communication analysis and design; projects are determined jointly by the student and a faculty adviser and must have departmental approval. Students may take a second semester of this course with approval

of the instructor. Total for OCLD-41200 and OCLD-49900 may not exceed 6 credits. Prerequisites: Junior standing. 1–6 credits. (F-S)

**OCLD-43400 Organizational Communication Management** NLA  
An examination of principles and practices for managing people and facilities and creating policies to achieve program goals in various organizational contexts, including employee communication, public affairs and promotions, and training. Assignments and topics encompass both theoretical and practical aspects of organizational communication management and include case studies, simulations, and reviews of related research and trends. Enrollment limited to communication management and design majors and minors. Prerequisites: Senior standing. 3 credits. (S)

**OCLD-45000 Communication and Learning Technologies: Theory, Application, and Policy** SS LA  
An analysis of the theoretical bases of communication in organizational settings with a focus on the impact of communication technologies on organizational communication practices, as well as ethical issues. Prerequisites, communication management and design majors or minors: Senior standing. Prerequisites, others: Senior standing; permission of instructor. 3 credits. (F)

**OCLD-49000 Internship** NLA  
Jointly supervised work experience with a cooperating institution or organization in the field of communications, intended to motivate the intern toward professional growth through observation and participation, to provide an opportunity to meet active professionals, and to stimulate career planning. Skills and academic knowledge will be put into practice. May be repeated. Total may not exceed 12 credits, including London and Los Angeles internships. Enrollment limited to communication management and design majors or minors. Prerequisites: Junior standing; completion of the Park School internship procedures. Pass/fail only. 1–6 credits. (F-S)

**OCLD-49800 London Communications Internship** NLA  
A limited number of internships with cooperating institutions or organizations are available to communications majors. The jointly supervised work experience offers the opportunity to learn through observation and participation in a professional setting. See p. 264. Prerequisites: Junior or senior standing; completion of Park School internship procedures; approval of the dean in the semester preceding the London registration. Pass/fail only. 3–6 credits. (F-S)

**OCLD-49900 Independent Study** LA  
Intensive study under the supervision of a faculty adviser. Possible topics include instructional design and evaluation, organizational communication analysis and evaluation, and the adoption and evaluation of new technologies such as multimedia or teleconferencing. Comprehensive research paper (not a project) is required. May be repeated for a total of no more than 6 credits; total of OCLD-49900 and OCLD-41200 may not exceed 6 credits. Enrollment limited to communication management and design majors. Prerequisites: Junior standing. 1–6 credits. (F-S)

## JOURNALISM COURSES

**JOUR-11100 Introduction to Journalism** LA  
Introduction to the basic elements of journalism, emphasizing the development of reporting, interviewing, and writing for print, broadcast, and online formats; mastery of Associated Press style; and an introduction to such issues as objectivity, critical thinking, ethics, and libel concerns. 4 credits. (F-S)

**JOUR-11200 Journalism Research** LA  
Introduction to paper and computer database research, with an emphasis placed on locating and evaluating sources available to journalists, including public records. Students research a topic and develop interviewing techniques to produce a comprehensive, semester-long research project written in journalistic style. 4 credits. (F-S)

**JOUR-21100 News Reporting and Writing I** LA  
Explores the techniques used to research and report complex political, social, and economic issues for all media. Students learn how to investigate the most common areas covered by reporters, including education, legal affairs, and other governmental entities. Strategies are developed for individual reporting projects in print, broadcast, and digital media. Examples are critiqued to lead students toward an ethical and analytic approach to public affairs reporting. Prerequisites: JOUR-11200. 4 credits. (F-S)

- JOUR-21200 News Reporting and Writing II** LA  
This course continues on the foundation of JOUR-21100 News Reporting and Writing I. It explores the techniques used to research and report complex political, social, and economic issues for all media. Students learn advanced strategies for investigating the most common areas covered by reporters, including education, zoning and development, crime, legal affairs, public forums, and other governmental entities. Advanced writing techniques for various types of news articles, including tight deadline reporting and writing, are also taught. Strategies are developed for individual reporting projects in print, broadcast, and digital media. Published examples are critiqued to lead students toward an ethical and analytic approach to public affairs reporting. Prerequisites: JOUR-21100. 4 credits. (F-S)
- JOUR-21300 Ethical Issues in Mass Communication** LA  
An introduction to ethics and responsibility in mass communication, designed to develop responsible, professional attitudes and practices by applying a range of ethical analyses to problems in journalism, advertising, and entertainment programming. Examines classic and contemporary cases involving a variety of ethical and, sometimes, legal questions. Prerequisite: Sophomore standing. Open to nonmajors. 3 credits. (F-S)
- JOUR-25000 History of U.S. Mass Media** LA  
Examines the development of the mass media in the United States, beginning with Western European antecedents and proceeding to the present era of complex new technologies. Focuses on the factors influencing the evolution of U.S. media history, emphasizing the development of the U.S. press philosophy, the interaction of industrialization and media, and the rise of mass culture. Prerequisites: Sophomore standing; TVR-12100 and/or background in U.S. history recommended. 3 credits. (F-S)
- JOUR-38300 News Editing** NLA  
Students critically discuss the role news editors have in deciding what is news and how it is presented. News judgment decisions across print, online, and broadcast formats are analyzed; students then produce projects where they apply their news judgments across media. Technologies used include digital editing for broadcast, newspaper layout and design software for print and design, and presentation software for online news. The occupational, legal, and ethical responsibilities and concerns of news editing are stressed in a historical and comparative media context. Prerequisites: JOUR-21100; junior standing. 4 credits. (F-S)
- JOUR-39001 through JOUR-39099 Special Topics in Journalism** LA  
The topics of this practicum will vary to allow students the opportunity to learn about a specialized area of journalism, such as sports journalism, international relations journalism, economics and business journalism, and medical journalism. Students will be required to read relevant specialty newspapers, magazines, and academic journals appropriate to the selected topic, report and write articles on the selected topic in online and print format, and write for broadcast. Prerequisites: Junior standing. 3 credits. (F-S)
- JOUR-48000 Digital Journalism Workshop** NLA  
This course integrates the student's previous work into a series of professional-quality online news productions. The class designs and maintains a weekly online newsmagazine covering a variety of issues of interest to the community. Working in teams, students research, write, and edit long-form stories and present them in the online magazine. The storytelling and presentation formats include text, graphics, and chat programming for audience participation. Prerequisites: JOUR-21200; junior standing. 4 credits. (F)
- JOUR-48200 Print Journalism Workshop** NLA  
Students demonstrate their ability in print journalism by researching and writing a major journalistic project. Projects may take the form of investigative articles, a series of feature stories, or magazine articles or profiles, with the goal of getting them published professionally. Critique and analysis of journalists' projects and reflections on their craft are emphasized. Prerequisites: JOUR-21200; junior standing. 4 credits. (S)
- JOUR-48600 Television Journalism Workshop** NLA  
Students produce an in-depth final project of journalistic significance. Students research, write, edit, and produce long-form news stories in either a newsmagazine or documentary format for broadcast. Participants also critique and analyze examples of professionally produced documentary and long-form television journalism. Prerequisites: JOUR-21200; junior standing. 4 credits. (F-S)
- JOUR-48800 Issues and the News** LA  
Capstone course for seniors majoring or minoring in journalism, designed to give the students an opportunity for in-depth news examination and analysis from numerous sources. Ongoing critique of major news issues of the day. Students examine the variety of information sources available and incorporate various points of view from around the world. They present key summaries of issues they are monitoring, producing news stories and analytic pieces. Prerequisites: JOUR-21200; senior standing. 3 credits. (F-S)
- JOUR-49000 Internship** NLA  
Jointly supervised work experience with a cooperating institution or corporation in the field of journalism or communications, intended to motivate the student toward professional growth through observation and participation, to provide opportunities to meet active professionals, and to stimulate career planning. Skills and academic knowledge are put into practice. May be repeated. The total number of internship credits a journalism major or minor is permitted to earn may not exceed 12 credits (including London and Los Angeles internships). For example, if a student takes an 8-credit internship, a second internship would count for up to 4 credits only, for a total of 12 credits. Prerequisites: Junior standing; journalism major or minor; completion of Park School internship procedures. Pass/fail only. 1-8 credits. (F-S)
- JOUR-49900 Independent Study** LA  
Intensive research related to journalism under the supervision of a faculty adviser and with approval of the department chair. A major research paper is required. May be repeated; total credits earned may not exceed 8 credits for the two independent study courses combined. Prerequisites: Journalism major or minor; senior standing; permission of department chair. 1-4 credits. (F-S)

## TELEVISION-RADIO COURSES

- TVR-10100 Introduction to Media Production** NLA  
An applied, practical introduction to the fundamentals of audio and video electronic media production. Covers theory, terminology, and techniques, with emphasis on the function and operation of various analog and digital equipment. The basic technical and aesthetic skills of both radio production and television studio production are covered. 4 credits. (F-S)
- TVR-10300 Introduction to Strategic Communication** LA  
Introduction to the fundamental theories, concepts, and applications of strategic communication to meet a variety of organizational goals. Provides an overview of practices in communication management, learning, and design, and integrated marketing communications. Describes how these elements can be combined to create seamless programs that affect the various publics of businesses and not-for-profit organizations, and how such programs increase organizational value and effectiveness. Students investigate issues that challenge contemporary organizations by analyzing case studies, conducting research, and designing possible solutions from multiple perspectives. This course is cross-listed with OCLD-10300. 3 credits. (F-S)
- TVR-11500 Introduction to Field Production** NLA  
Introduction to electronic field production techniques, including portable field camera operation, video editing, lighting, scripting, media aesthetics, and logistics. Students will develop both their creative and technical skills through a combination of production exercises, projects, readings, and critiques. Prerequisites: TVR-10100. 4 credits. (F-S)
- TVR-12100 Introduction to Mass Media** LA  
Survey of American mass media with emphasis placed on the historical development, structure, organization, function, and effects of mass media in society. Discussion includes issues such as ethnic, racial, age, and sex-role stereotyping; violence; children and the media; and economic control and the role of governmental regulation. 3 credits. (F-S)
- TVR-12200 Introduction to Media Aesthetics and Analysis** LA  
Teaches techniques and criteria for analysis of media productions. Examines the basic production techniques used to communicate with visual images and sound. Topics such as light, composition, motion, sound, editing, and time may be covered. Aesthetics in the production, consumption, and critique of media are surveyed. 3 credits. (F-S)
- TVR-12300 Introduction to Law and the Media** LA  
An introduction to law, lawyers, juries, and the legal system as portrayed in dramatic, news, and documentary television programming as well as in popular films. This course will study how the media and the legal system influence each other. Ethical issues concerning how the media portrays the legal system to the audience will be analyzed. Concepts including double jeopardy, jury tampering, hung juries, new trials, judicial misconduct, appeals processes, and judicial corruption will be discussed as they relate to the various contemporary television programming and films to be viewed in class. When possible, local judges or lawyers will appear on a discussion panel. 3 credits. (S)

Television-Radio Courses

<b>TVR-13100</b>	<b>Media Writing</b>	LA	<b>TVR-29200</b>	<b>Minicourses in Communications</b>	NLA
Focuses on exposing the student to a diverse selection of writing styles and formats used in the mass media. It will introduce critical, analytical, and applicative writing skills in areas such as audio, visual, and interactive media. 3 credits. (F-S)			A series of short courses in specialized areas of communications that do not meet the College guidelines for liberal arts designation. Visiting lecturers and faculty of the school participate in areas of their expertise. May be repeated. Prerequisites: Vary depending on the topic; refer to <i>Undergraduate Course Offerings</i> each semester. Pass/fail. 1–2 credits. (IRR)		
<b>TVR-13400</b>	<b>Developing Story Narratives</b>	LA	<b>TVR-29300</b>	<b>Minicourses in Communications</b>	LA
Utilizing dramatic and experimental techniques from the world of theater, art, literature, film, and international cultures, this course is designed to teach and challenge the student with new ways to develop storytelling strategies. Through the exploration of various narrative methods, students will produce a series of short written works. 3 credits. (F)			A series of short courses in specialized areas of communications that meet the College guidelines for liberal arts designation. Visiting lecturers and faculty of the school participate in areas of their expertise. May be repeated. Prerequisites: Vary depending on the topic; refer to <i>Undergraduate Course Offerings</i> each semester. Pass/fail. 1–2 credits. (IRR)		
<b>TVR-21500</b>	<b>Intermediate Field Production</b>	NLA	<b>TVR-29600</b>	<b>Audience Research</b>	NLA
Previously learned skills will be amplified, enhanced, and refined through a combination of in-class exercises and outside projects with equal attention to form and content. Emphasis will be placed on the development of ideas, storytelling, and greater sophistication in all areas of electronic field production. Prerequisites: TVR-11500. 4 credits. (F-S)			Survey of the major forms of audience research in television and radio, with particular emphasis placed on the Nielsen and Arbitron ratings reports. Covers principles of sample surveys; interpretation of audience data; and application to programming, promotion, and sales. Prerequisites: TVR-12100; TVR-26000. 3 credits. (F-S)		
<b>TVR-22000</b>	<b>Global Flow of Information</b>	LA	<b>TVR-29700</b>	<b>Documentary Research</b>	NLA
A critical review and analysis of theories, policies, and issues in international and intercultural communication, as well as the flow of information among nations of the world through traditional and contemporary communication channels. Includes interpersonal communications, the mass media, satellite communications, diplomacy, international conventions, and others. Readings and discussions of research studies in intercultural and international communication demonstrate the interconnections of communication and international relations. Emphasis is placed on the impact of the flow of information on political, economic, cultural, legal, and social aspects of various countries and regions. Prerequisites: One course in the social sciences; sophomore standing. 3 credits. (F)			Incorporating qualitative and quantitative research methodology, emphasis is placed on research skills used in documentary production and news reporting. Major topics include gathering information from primary and secondary sources and evaluating information. Students carry out research for a documentary feature and present a formal program proposal. Prerequisites: Communications major; sophomore standing; TVR-12100. 4 credits. (F-S)		
<b>TVR-22500</b>	<b>Television Production and Direction</b>	NLA	<b>TVR-30400</b>	<b>Advanced Studio Production</b>	NLA
This intermediate studio television production course builds upon basic production techniques covered in TVR-10100 Introduction to Media Production. Video aesthetic theories will be applied in creative studio productions. Prerequisites: TVR-10100. 4 credits. (F-S)			An advanced studio television course expanding on established production skills acquired in previous courses while introducing additional concepts and techniques required for complex multi-camera productions. By producing, writing, and directing a variety of programs, students will apply production theories and concepts within a digital production environment. Prerequisites: TVR-11500; TVR-22500. 4 credits. (F-S)		
<b>TVR-23200</b>	<b>Public Relations</b>	LA	<b>TVR-30900</b>	<b>Motion Graphics and Animation</b>	NLA
Defines public relations functions and processes. Examines public relations history, ethics, theories, tactics, specializations, and career opportunities. Prerequisites: Sophomore standing. 3 credits. (F-S)			This course will introduce motion graphics and animation techniques using traditional and computer forms. Theoretical and conceptual approaches to motion graphics design and techniques will be explored using international examples. Students will complete several animation projects with increasing complexity during the semester. Prerequisites: TVR-22500. 4 credits. (Y)		
<b>TVR-24100</b>	<b>Advertising</b>	LA	<b>TVR-31000</b>	<b>Experimental Video: Production and Criticism</b>	NLA
A survey of the history, organization, operation, and regulation of the advertising industry. Emphasis is placed on the economics of advertising, including rate structures, media analysis, and demographics, and on the creation and evaluation of advertising. Prerequisites: Sophomore standing. 3 credits. (F-S)			Examines the history and theory of video as a visual art form. Semiotics, structuralism, post-structuralism, and psychoanalysis are employed as critical and theoretical tools. Genres covered include abstract, conceptual, performance, and new narratives. Students produce both critical papers and their own video work to familiarize themselves with these genres and theories. A final project and participation in a culminating public exhibition of work from the class are required. Prerequisites: TVR-21500 or CNPH-22400. 4 credits. (S)		
<b>TVR-26000</b>	<b>Quantitative Mass Media Research Methods</b>	LA	<b>TVR-31200</b>	<b>Government and Media</b>	LA
A basic introduction to quantitative research methods in mass communications including sampling, survey, experimental, and content analysis. Review of literature, identification of basic concepts, problems, responsibilities, and research ethics; procedures and basic techniques of computer data analysis. A research project is required. Prerequisites: TVR-12100. 3 credits. (F-S)			Provides an understanding of the policy-making process used to formulate various regulations that govern the media. The role of relevant policy-making bodies, such as Congress, the courts, the Federal Communications Commission, and lobby groups, are discussed. Specific regulation concerning the First Amendment, obscenity, libel, privacy, copyright, commercial speech, access to information, antitrust, etc., are also examined. A major research paper on a relevant media regulation topic is required. Prerequisites: TVR-12100; a level-2 television-radio course; junior standing. 3 credits. (F-S)		
<b>TVR-26200</b>	<b>Qualitative Mass Media Research Methods</b>	LA	<b>TVR-31500</b>	<b>Advanced Field Production</b>	NLA
A basic introduction to theories and research skills used in qualitative research as applied to mass communication. Major topics include cultural studies theories, ethnography, historical research, depth interviews, qualitative content analysis, and focus groups. Review of literature, identification of basic concepts, problems, and responsibilities. A research project is required. Prerequisites: TVR-12100. 3 credits. (S)			This course has two primary agendas, one aesthetic and one technical. The aesthetic focus is on creative authorship, personal vision, and the exploration of strategies and methods for transforming vision into reality. The technical focus is on increasing sophistication and skill within specific areas of field production: sound recording, camera work, lighting, production planning, and computer-based nonlinear editing systems. Prerequisites: TVR-21500; TVR-22500. 4 credits. (F-S)		
<b>TVR-27100</b>	<b>Audio Production</b>	NLA	<b>TVR-32100</b>	<b>Broadcast Programming and Promotion</b>	NLA
Examines the theory and practice of audio production and highlights the unique properties of the medium. The concept of sound design is examined as applied to programming intended for persuasion, information, and entertainment. In addition to providing hands-on experience through production exercises and projects, considerable emphasis is placed on aesthetic analysis of audio products through a series of critical listening exercises. Prerequisites: TVR-10100 (or MUMC-14500 for students in the bachelor of music in sound recording technology only). 4 credits. (F-S)			Examination of the principles and practices of programming for television and radio stations, networks, cable and pay cable television, and satellite services. Analysis of the relation between programming and promotion and of the role of promotion in public relations and in building audience and sales. Prerequisites: TVR-12100; TVR-26000; TVR-29600. 3 credits. (F)		

- TVR-32200 New Telecommunications Technologies** LA  
Examines the development of new technologies and communication networks. The structure of the marketplace, government policy, and the social impacts of new technologies are discussed. Issues such as globalization, computer security, privacy, and changes in regulations may be covered. Prerequisites: TVR-12100; two level-2 courses in one or more of the following fields: television-radio, psychology, sociology; junior standing. 3 credits. (F-S)
- TVR-32300 Broadcast Sales** NLA  
Fundamentals of selling radio, television, and cable advertising. A practical approach covering methods and techniques of selling, advertising research, ratings, surveys, merchandising, cooperative advertising, and sales promotion. Guest lecturers include station owners, managers, sales managers, media buyers, and agency personnel. This course is usually offered only in the Los Angeles program. Prerequisites: TVR-19600; TVR-224100; TVR-29600. 3 credits. (F)
- TVR-32400 European Mass Media** LA  
A comparative study of Western and Eastern European mass media, with emphasis placed on their historical development, structure, organization, function, and effects in society. Issues discussed include privatization, satellite broadcasting, East-West media relations, and contemporary political use of the mass media. Prerequisites: Three courses in social sciences; junior standing. 3 credits. (F)
- TVR-32500 Seminar in Development Communications** LA  
A forum for discussion and analysis of various issues involved in the use of mass media in the development effort of third world countries. Examples in a number of African and Asian nations are used to illustrate the use of media support in the development process, successfully or otherwise. External and internal forces that affect media implementation are analyzed. The issue of a communications workforce, its lack in third world countries, and its impact on the present state of affairs are discussed. Prerequisites: Three courses in social sciences; junior standing. 3 credits. (S)
- TVR-33000 Advertising Copy Writing and Art Direction** NLA  
Focuses on building a strategy to meet marketing communication goals with effective advertising across a variety of media. Students will learn, think, and communicate through both copy and visuals as they gain experience in conceptualizing, designing, and writing messages for media. Students will learn how to create and present such messages, as well as how to analyze and evaluate their persuasiveness. Prerequisites: TVR-24100. 3 credits. (F-S)
- TVR-33200 Writing for Public Relations** NLA  
Fundamentals of writing for public relations. Emphasis is placed on format requirements of materials submitted to the media; writing for a client; persuasion in writing; and clarity, flow, and other elements of proper public relations writing style. Provides applications using news release, feature, article, editorial, and financial report formats. Prerequisites: TVR-23200. 3 credits. (F)
- TVR-33300 Writing for Series Television** NLA  
Theory and practice of dramatic writing for television with emphasis placed on the development of the various series television formats. The course will feature a writing workshop with topics including character development, plotting, and marketing the finished product. Prerequisites: TVR-13100, or CNPH-10100 and CNPH-23300. 3 credits. (F-S)
- TVR-33500 Electronic Media Criticism** LA  
Exploration of electronic media programming in terms of aesthetic and socioeconomic contexts. The focus may include broadcast television, radio, audio recording, and nonbroadcast video. Various approaches for analyzing electronic media programming are examined, such as psychoanalytic, Marxist, sociological, and semiotic. Deals with electronic media criticism from both academic and public perspectives. Prerequisites: TVR-12100; junior standing. 3 credits. (IRR)
- TVR-35100 Critical Journalism** LA  
Examines critical, logical, and theoretical approaches to journalism, offering techniques of rational decision making that can be used by media professionals who assess information before distributing it and by media consumers who rely on published and broadcast information. Prerequisites: Three courses in social sciences, humanities, and/or communications. 3 credits. (IRR)
- TVR-37100 Advanced Audio Production** NLA  
The study and application of the creative capabilities of advanced audio equipment. Students learn the theory and techniques of sophisticated audio production, including analog and digital multi-track recording, mixing, signal processing, live remote recording, digital editing, creative sound production, and sound design for other media. Prerequisites: TVR-27100. 4 credits. (F)
- TVR-38800 Alternative Media** LA  
Examines a series of specific examples of alternative media (such as community radio, public access cable television, not-for-profit news services), and how they are used in the United States and other countries. The course covers theoretical and historical materials related to alternative media and how the social, cultural, and political contexts within them have emerged and exist today. Prerequisites: At least two courses in the social sciences; junior standing. 3 credits. (F-S)
- TVR-39700 Nonfiction Production** NLA  
Combines theory and production technique in an intensive study of the nonfiction form, namely, the documentary. Students will learn about the development of the genre while researching, writing, and producing a nonfiction piece. Students will also learn documentary production techniques. Prerequisites: TVR-22500. 4 credits. (S)
- TVR-41200 Selected Topics** LA  
Exploration and analysis of a specific area of communication. Topics vary based on student demand and faculty expertise and research interests. Course content and pedagogical methods meet the College guidelines for liberal arts designation. Not a production course. May be repeated once. Total number of credits in any combination of TVR-41200, TVR-41210, GCOM-41200, GCOM-41210, OCLD-39000, and OCLD-39010 may not exceed 6. Prerequisites: Junior standing; others vary depending on the topic. Refer to *Undergraduate Course Offerings* each semester. 3 credits. (IRR)
- TVR-41210 Selected Topics** NLA  
Exploration and analysis of a specific area of communication. Topics vary based on student demand and faculty expertise and research interests. Course content and pedagogical methods do not meet the College guidelines for liberal arts designation. Not a production course. May be repeated once. Total number of credits in any combination of TVR-41200, TVR-41210, GCOM-41200, GCOM-41210, OCLD-39000, and OCLD-39010 may not exceed 6. Prerequisites: Junior standing; others vary depending on the topic. Refer to *Undergraduate Course Offerings* each semester. 3 credits. (IRR)
- TVR-41300 Seminar on Ethical Issues in the Media** LA  
Seminar in ethics and responsibility in journalism, advertising, and entertainment. Students identify, analyze, and lead discussions on ethical areas such as invasion of privacy by the news media, honesty in advertising, and violence in television and motion pictures. Prerequisites: TVR-21300; senior standing. 3 credits. (IRR)
- TVR-41400 Case Studies in Advertising** LA  
Examines how advertising contributes to specific communication campaigns. Analyzes specific cases to evaluate specific advertising techniques and principles. Prerequisites: TVR-24100; junior standing. 3 credits. (F-S)
- TVR-42000 Critical Issues in Integrated Marketing Communications** LA  
Review and critical analysis of long- and short-term issues in integrated marketing communications, focusing on how critical and ethical considerations affect the sender and receiver of these messages. Students taking this course will look specifically at issues in advertising, public relations, marketing, and sales promotion, and how these areas now overlap to create issues in the converged realm of integrated marketing communications. Prerequisites: TVR-10300; TVR-23200; TVR-24100; MKTG-31200; integrated marketing communications major or minor. 3 credits. (F-S)
- TVR-43000 Brand Design and Communication** NLA  
An advanced course that focuses on the communication process of redesigning a corporate brand for an existing corporation or organization. After defining a company's essence, character, and purpose, students design and execute a corporate image across various forms of internal and external communications. Requires conceptual thinking and creative execution and culminates in a comprehensive branding campaign for a specific company suitable for inclusion in a creative portfolio. Prerequisites: Integrated marketing communications major or minor; junior standing; TVR-33000; TVR-33200. 3 credits. (F)
- TVR-43100 Advanced Writing for Television and Radio** NLA  
Practice and guidance for advanced students in writing television and radio scripts, with special attention in conference to individual writing problems. Prerequisites are either option A: TVR-13100; TVR-33300; WRTG-10600 or WRTG-10700; WRTG-23600; or option B: CNPH-10100; CNPH-23300; CNPH-33300. 3 credits. (IRR)

- TVR-44000 Public Relations Lab** NLA  
 An advanced workshop dedicated to the planning of an actual public relations case study, including analysis of the publics involved and the media options for the practitioner; planning, budgeting, and scheduling; and development of problem-solving messages, actions, and/or events. For advanced students in business or communications or for those planning a career in public relations. Prerequisites: TVR-26000; TVR-23200; TVR-33200; acceptance of portfolio. 3 credits. (S)
- TVR-44100 Ad Lab** NLA  
 The essentials of advertising campaign planning, including media strategy, positioning, and ad design, culminating in a comprehensive plan for a specific product. For advanced students in marketing or communications or for those planning a career in advertising. Prerequisites: TVR-26000; TVR-24100; TVR-29600; TVR-33000; acceptance of portfolio. 3 credits. (S)
- TVR-46000 Senior Seminar** LA  
 Informed by social, cultural, critical, economic, and/or legal theories, these seminars offer in-depth explorations and analyses of the complex relationship among the mass media, individuals, social institutions, industries, and/or culture. Topics vary based on faculty expertise and research interests. Prerequisites: Senior television-radio, media studies, or culture and communication major. 3 credits. (F-S)
- TVR-46200 Seminar in Geomedia** LA  
 This advanced seminar is concerned with the analysis of conglomeration and globalization processes as they affect print and broadcast media today. While the main focus is on international news and information, some attention is also given to other media industries. The course also examines citizens' and nongovernmental organizations' responses to globalization locally, nationally, and internationally. The course covers readings and analytical frameworks in several disciplines, including traditional market economics, Marxist analysis, feminist analysis, postcolonial analysis, world system theory, and others. Students take major responsibility for leading discussions and have an opportunity to research an issue of personal interest within the context of the seminar. Prerequisites: Three courses in social sciences; junior standing. 3 credits. (IRR)
- TVR-47100 Audio Workshop** NLA  
 The course refines the student's abilities related to audio theory, professional digital audio equipment, critical listening, and the aesthetic analysis of audio products. Students record and edit an extensive audio project outside class. Students may take a second semester of this course with permission of instructor. Total credits may not exceed 8. Prerequisites: TVR-37100. 4 credits. (S)
- TVR-49000 Internship** NLA  
 Jointly supervised work experience with a cooperating institution or corporation in the field of communications, intended to motivate the student toward professional growth through observation and participation, to provide opportunities to meet active professionals, and to stimulate career planning. Skill and academic knowledge are put into practice. May be repeated. Total credits may not exceed 12, including London and Los Angeles internships. Prerequisites: Junior television-radio, journalism, or media studies majors or minors; completion of Park School internship procedures. Pass/fail only. 1-6 credits. (F-S)
- TVR-49100 Video Workshop** NLA  
 Advanced work and special projects in writing, producing, and directing on an individual or small-group basis. Programs may be developed for broadcast on ICTV or produced for the professional production unit. Prerequisites: TVR-22500; one course from the following list: TVR-27100, TVR-30400, TVR-30900, TVR-31000, TVR-31500, TVR-39700. 4 credits. (F-S)
- TVR-49700 Independent Project** NLA  
 An independent project under the supervision of a faculty adviser, with the approval of the department chair. Possible projects include video/audio projects, script projects, and projects in journalism, advertising, or public relations. The outcome should be a completed work suitable for inclusion in a professional portfolio. May be repeated, but the total credits earned from all independent projects may not exceed 6. Prerequisites: Television-radio or integrated marketing communications major; junior or senior standing; permission of the department. 3 credits. (F-S)
- TVR-49800 London Communications Internship** NLA  
 A limited number of internships with cooperating institutions or organizations are available to communications majors. The jointly supervised work experience offers the opportunity to learn through observation and participation in a professional setting. See p. 264. Prerequisites: Junior or senior standing; completion of Park School internship procedures; approval of the dean in the semester preceding the London registration. Pass/fail only. 3-6 credits. (F-S)
- TVR-49900 Independent Study** LA  
 Intensive study under the supervision of a faculty adviser and the approval of the department chair. Possible topics include quantitative or qualitative research in an area relating to media production, consumption, regulation, or criticism. Comprehensive research paper (not a project) is required. May be repeated, but the total credits earned from all independent study taken may not exceed 6. Prerequisites: Television-radio or integrated marketing communications major; junior standing; permission of department. 1-6 credits. (F-S)