Why pursue an MA or MS from the department of media, film and journalism studies at the University of Denver?

The department of media, film and journalism studies' graduate programs offer a broad-based understanding of the role and operation of the mass media in contemporary society as well as the creation of stories and messages for distribution through various channels.

Students may choose from three specialized programs:

- MA in media, film and journalism studies, student-designed emphasis
- MA in media, film and journalism studies, video production emphasis
- MS in strategic communication

Students may also choose various dual-degree program combinations including:

- MS in strategic communication/MA video production emphasis
- MA in media, film and journalism studies/JD (with the Sturm College of Law)

Our programs provide a unique curriculum focusing on the social, economic, cultural, legal and public policy implications of the mass media and allow students to specialize in particular areas to prepare them for careers in media research, public relations, journalism, video and television production, filmmaking, media criticism, media management and media regulation and policy. Some MA and MS graduates also seek more advanced degrees as they enter MFA or PhD programs.

All master's programs require 48 credits for completion of the degree. While some full-time students take a heavier load and part-time students take a lighter load, most media, film and journalism studies graduate students take eight credit hours/two courses per quarter. This is particularly true of those who complete a thesis. Because of the sequencing of classes, it generally takes six quarters to complete the MA, video emphasis and student-design degrees, while some in the MS in strategic communication degree have completed the degree in five quarters. We schedule most graduate-level courses during afternoon and evening hours as a convenience to those who wish to pursue their degree on a part-time basis or for full-time students who maintain employment during their pursuit of an advanced degree.

Our alumni develop careers in a variety of areas including corporate, nonprofit and government public relations, advertising, video, television and film production, journalism, media research analysis, telecommunications and education.
DEGREE REQUIREMENTS

Master of Arts in Media, Film and Journalism Studies

Students pursuing an MA in media, film and journalism studies can choose from two program options: the student-designed emphasis or the video emphasis.

Student-Designed Emphasis

This degree is a traditional research-oriented, two-year, 48-credit degree program that offers a great deal of flexibility. Students develop a research topic for their thesis based on their particular interests in media and using the appropriate methodological tools studied during their first year of course work. After completing 24 credits in the program, students develop a thesis proposal for their research project. Once a student has defended her or his proposal in front of their thesis committee, the student then concentrates on researching and writing the thesis during the second year of graduate study in addition to taking classes. To complete this program successfully, a student must defend the thesis before his or her graduate thesis committee.

Summary of Course Work

- Required courses: 20 credits [5 classes]
- Electives: 20–27 credits [5–7 classes, maximum of 12 credit hours outside the department. Electives may not be taken at either the Women’s College or University College.]
- Thesis: 1–8 credits (depending on program plan worked out between student and adviser)
- Total: 48 credits

Required Courses

- MFJS 4160 Mass Communication Theory (4 qtr. hrs.)
- MFJS 4250 Seminar in Critical Studies of Film, Television and Popular Culture (4 qtr. hrs.)
- MFJS 4300 Issues in Freedom of Expression (4 qtr. hrs.)
- MFJS 4550 Effects and Consequences of the Mass Media (4 qtr. hrs.)
- MFJS 4260 Qualitative Research Methods (4 qtr. hrs.) or MFJS 4560 Quantitative Research Methods (4 qtr. hrs.)

Video Production Emphasis

This program is designed for students who want to explore the world of video production and filmmaking. It is a two-year, 48-credit-hour degree program. Individuals do not need a background in video production to apply successfully for this program. The program focuses on building historical, theoretical and critical understanding to compliment technical and aesthetic abilities. Novice production students begin their first year learning foundational skills in pre-production, writing, cinematography, sound design and editing while more experienced students begin their graduate degree with more advanced production work through our Experimental Film and Video course in the fall. During the second and third quarters of the first year, both advanced and novice students begin the first of two genre specific advanced production capstone sequences, either in narrative or documentary filmmaking, in addition to other required and elective courses. These two-quarter capstone sequences are offered on alternative years. During the second year, all students work toward increased proficiency in advanced production courses as well as gain experience in an internship environment. The combined coursework allows students to gain proficiencies in researching, producing and distributing a documentary as well as writing, producing and distributing a short narrative project.

Summary of Course Work

- Required courses: 40 credits (9 classes + internship)
- Electives: 8 credits, (maximum of 8 credit hours, outside the department. Electives may not be taken at either the Women’s College or University College.)
- Total: 48 credits

Required Courses

- MFJS 4160 Mass Communication Theory (4 qtr. hrs.)
- MFJS 4470 Introduction to Field Production and Editing (4 qtr. hrs.) (Beginning students only)
- MFJS 4222 Experimental Video Theory and Production (5 qtr. hrs.)
- MFJS 4250 Seminar in Critical Studies of Film, Television and Popular Culture (4 qtr. hrs.)
Degree Requirements (continued)

• MFJS 4300 Issues in Freedom of Expression (4 qtr. hrs.)
• MFJS 4450 Scriptwriting (4 qtr. hrs.)

Documentary Sequence
• MFJS 4219 Documentary Film/Video Production I (4 qtr. hrs.)
• MFJS 4221 Documentary Film/Video Production II (4 qtr. hrs.)

Narrative Sequence
• MFJS 4218 Narrative Film/Video Production I (4 qtr. hrs.)
• MFJS 4220 Narrative Film/Video Production II (4 qtr. hrs.)
• MFJS 4980 Internship

Master of Science in Strategic Communication
This program is designed for students who want to build skills or increase understanding of the latest developments in the field of strategic communication and public relations. It is a 48-credit-hour degree program. Full-time students can expect to complete the program in two years. The program synthesizes a strong theoretical background in media, public relations, and strategic communication with the technical, digital, and applied writing and design skills needed to be successful in the field. Students have an opportunity for in-depth training in nonprofit, health, and international and intercultural public relations. No thesis or thesis project is required to complete this degree program. An internship is strongly recommended.

Summary of Course Work
• Required courses: 36 credits (9 classes)
• Electives: 12 credits (3 classes)
• Total: 48 credits

Required Courses
• MFJS 4050 Strategic Management of Communication Campaigns (4 qtr. hrs.)
• MFJS 4060 Strategic Messaging (4 qtr. hrs.)

• MFJS 4070 Seminar in Public Relations (4 qtr. hrs.)
• MFJS 4080 International and Intercultural Public Relations (4 qtr. hrs.)
• MFJS 4160 Mass Communication Theory (4 qtr. hrs.)
• MFJS 4300 Issues in Freedom of Expression (4 qtr. hrs.)
• MFJS 4320 Brands and Identities (4 qtr. hrs.) or MFJS 4912 International Health Communication (4 qtr. hrs.)
• MFJS 4550 Effects and Consequences of the Mass Media (4 qtr. hrs.)
• MFJS 4560 Quantitative Research Methods (4 qtr. hrs.)

Electives (12 credits) can be taken in MFJS or other departments. Electives may not be taken in the Women’s College or University College.

Dual or Joint Degree Programs
Students may also choose various dual-degree program combinations including:
• MS in strategic communication/MA in video production
• MA in media, film and journalism studies/JD (with the Sturm College of Law)

Please contact the media, film and journalism studies department for information on these programs.
FACULTY

Renée Botta
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PhD, University of Wisconsin-Madison

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Margaret Thompson
Associate Professor and Director of the International and Intercultural Communication Program
PhD, University of Wisconsin-Madison

Diane Waldman
Associate Professor
PhD, University of Wisconsin-Madison
COURSE DESCRIPTIONS

MFJS 3020 Mass Communication Effects (4 qtr. hrs.)
Behavioral science theory as applied to mass communications systems and audiences.

MFJS 3040 Media Law (4 qtr. hrs.)
Law and regulation systems governing the mass media. Senior standing required.

MFJS 3110 Audience Research (4 qtr. hrs.)
Analysis of behavioral research methods as applied to mass communication audiences.

MFJS 3120 Media Ethics (4 qtr. hrs.)
Analysis of problems affecting mass communications profession that result from interaction among governmental, legal, institutional and socioeconomic forces in mass communications systems. Senior standing required.

MFJS 3150 Activist Media: A Historical Overview 1960-Present (4 qtr. hrs.)
Today’s alternative cultures use internet and mobile technologies to access and circulate mainstream information, but also to rapidly exchange information that exists outside mainstream media channels. Activist movements today with access to digital tools and networks are no longer dependent on newspapers and broadcast networks to represent them and to disseminate their messages. We are, however, just beginning to see how the proliferation of alternative networks of communication, and the content, practices, and identities they facilitate, interact with traditional political and business organizations, as well as with traditional media products and practices. This course focuses on media activism over the past half-century tied to various social movements with an emphasis on contemporary protest movements and their use of new and old media tools and strategies. Prerequisite: junior standing or permission of instructor. MFJS, SCOM, MDST, COMN, JOUR, MCOM, IIC, or DMST majors only.

MFJS 3160 Networked Journalism (4 qtr. hrs.)
This course traces the shift that has taken place over the past 15 years from mass-mediated journalism to networked journalism, with emphasis on experiments in citizen and participatory news and on the changing relationship between journalists and their publics. It explores emergent communication technologies and practices and how they are changing the news media landscape. Prerequisite: junior standing or permission of instructor. MFJS, SCOM, MDST, COMN, JOUR, MCOM, IIC, or DMST majors only.

MFJS 3201 Digital Design and Editing (4 qtr. hrs.)
Students explore publication design, learn techniques for creating effective layouts, and use page payout software to incorporate and manipulate text, photographs and illustrations. Prerequisite: MFJS 2140.

MFJS 3203 Women & Film (4 qtr. hrs.)
Representation of women in film, both in the dominant Hollywood cinema and in alternative filmmaking practices (experimental film, documentary, etc.). Laboratory fee required.

MFJS 3204 Film & Broadcast Documentary (4 qtr. hrs.)
History of the documentary or nonfiction film, from Lumiere brothers to the present. Laboratory fee required. Prerequisite: MFJS 2000.

MFJS 3205 International & Development Communication (4 qtr. hrs.)
International communication and the role of mass media in development of the Third World.

MFJS 3206 Film History I: Silent Cinema (4 qtr. hrs.)
This course explores the international history of film, from the origins of cinema through the late silent period. We also will discuss film historiography and the special challenges posed by film historical research and writing. Lab fee required. Prerequisite: MFJS 2000 or permission of the instructor.

MFJS 3208 Feature, Editorial, and Blog Writing (4 qtr. hrs.)
Nature and functions of newspaper and magazine article writing and editing, with concentrated practice in these areas. Laboratory fee required. Prerequisite: MFJS 2140.
**MFJS 3209 TV Culture & Criticism (4 qtr. hrs.)**

Theoretical and critical approaches to television, including semiotics, post-structuralism, ethnography; television programming from a cultural studies perspective. Laboratory fee required.

**MFJS 3211 Tangible Interactivity (4 qtr. hrs.)**

Explores methods and devices for human-computer interaction beyond the mouse and keyboard. Students learn to create and hack electronic input and output devices and explore multi-touch, augmented reality, and other forms of sensor-based technologies. Prerequisite: MFJS 2110 or DMST 2100 or DMST 4100 or permission of instructor. MFJS, SCOM, MDST, COMN, MCOM, JOUR, IIC and DMST majors only.

**MFJS 3212 Film History II: Sound Cinema (4 qtr. hrs.)**

This course explores the international history of film, from the development of sound cinema through the post-World War II period, 1926-1960. We will examine the ways in which important events such as the Depression, the rise of fascism, the Second World War, and the Cold War have altered the face of film history and we will look at some of the most important cinematic movements of the period. We also will discuss film historiography and the special challenges posed by film historical research and writing. Lab fee required. Prerequisite: MFJS 2000 or permission of the instructor.

**MFJS 3215 Introduction to Field Production & Editing (4 qtr. hrs.)**

Application of video production principles and methods to multi-camera studio and field production. Laboratory fee required. Prerequisite: MFJS 2000.

**MFJS 3216 Film History III: Contemporary Cinema (4 qtr. hrs.)**

This course explores the international history of film, from the 1960s to the present. We also will discuss film historiography and the special challenges posed by film historical research and writing. Lab fee required. Prerequisite: MFJS 2000 or permission of the instructor.

**MFJS 3218 Narrative Film/Video Production I (4 qtr. hrs.)**

Technical and personnel management skills required for successful production of motion pictures and television programming. Prerequisites: MFJS 2000, MFJS 2150 and MFJS 3215.

**MFJS 3219 Documentary Film/Video Production I (4 qtr. hrs.)**

The first half of a two-course sequence, this class focuses on the various modes and styles of documentary and on selecting and researching a topic for documentary production. Prerequisites: MFJS 2000 and MFJS 3215.

**MFJS 3220 Narrative Film/Video Production II (4 qtr. hrs.)**

Application of film and video production techniques to creation of narrative/dramatic projects. Laboratory fee required. Prerequisites: MFJS 2150, MFJS 3215 and MFJS 3218.

**MFJS 3221 Documentary Film/Video Production II (4 qtr. hrs.)**

The second half of a two course sequence, this class focuses on the production of a 10 minute documentary film. Prerequisites: MFJS 2000, MFJS 3215 and MFJS 3219.

**MFJS 3222 Experimental Film/Video Theory & Production (4 qtr. hrs.)**

Historical, critical overview of experimental film/video movements; training in experimental production techniques; production of own experimental projects. Laboratory fee required. Prerequisite: MFJS 3215.

**MFJS 3223 Advanced Editing (4 qtr. hrs.)**

Building on the basic non-linear editing skills gained in Introduction to Field Production & Editing, this course focuses on advanced techniques of image and color manipulation, movement and graphic effects, advanced sound sweetening and manipulation and advanced text/credit effects. Prerequisite: MFJS 3215.
MFJS 3224 Introduction to 16mm Film and HD Digital Cinematography (4 qtr. hrs.)
This course focuses on the visual aspects of telling a cinematic story. Students learn the basics of black and white cinematography using 16mm film cameras and the basics of color cinematography using high definition digital cameras. The class emphasizes silent storytelling, using lighting, art design and camera movement to develop character and theme. Prerequisite: MFJS 3215.

MFJS 3229 Video Editing is for Everybody (4 qtr. hrs.)
This course is designed to provide students with a basic understanding of television and film editing. When students complete this course, the goal is for them to have a basic working knowledge of editing using various media elements (video, audio, photos, music, graphics), developing proficiencies using different editing software (Final Cut Pro, IMovie, Windows Movie Maker) and applying a mixture of editing theories and techniques (continuity and montage style editing).

MFJS 3230 Interaction and Collaboration (4 qtr. hrs.)
Students combine skills to create complex interactive works that encourage social collaboration of their users. Prerequisite: MFJS 3211 or DMST 3211 or DMST 3212 or DMST 3213 or permission of instructor. MFJS, SCOM, MDST, COMN, MCOM, JOUR, IIC, and DMST majors only. Can be repeated once.

MFJS 3301 Culture Jamming (4 qtr. hrs.)
"Culture Jamming" describes a set of tactics that certain artists, activists, filmmakers, musicians and journalists use to subvert power structures through appropriation, re-use or re-contextualization of dominant media influences. Students study the cultural context of (to name just a few topics) graffiti art, musical mashups, the re-editing of film and video, flash mobs, media interventions, drop-lifting, and the critical graphic design and journalism of publications like Adbusters.

MFJS 3310 Advanced Newswriting & Reporting (4 qtr. hrs.)
Application of investigative techniques to interpretive reporting in areas of contemporary social concern. Laboratory fee required. Prerequisite: MFJS 2140.

MFJS 3320 Screenwriting for TV & Film (4 qtr. hrs.)
Development of feature-length fiction and nonfiction scripts for film and television. Prerequisite: MFJS 2150.

MFJS 3330 Broadcast & Video Journalism (4 qtr. hrs.)
Students in this course learn and practice the techniques used by broadcast journalists as they write, shoot and edit news packages for television. Laboratory fee required. Prerequisite: MFJS 2140.

MFJS 3400 Public Relations Concepts & Cases (4 qtr. hrs.)
Public relations as practiced by business, government and nonprofit organizations with evaluation of applied public relations procedures. Prerequisite: MFJS 2140.

MFJS 3410 Strategic Messaging (4 qtr. hrs.)
This course focuses on learning and applying strategic communication principles to the creation of strategic messages for a client. Students also evaluate strategic communication techniques as they learn how to target a specific audience and learn how strategic messages fit within an overall strategic communication plan. Prerequisite: MFJS 2400.

MFJS 3420 Strategic Communication Seminar (4 qtr. hrs.)
This is the capstone course in the strategic communication sequence. In this course, students examine special topics in strategic communication and apply what they have learned to group projects in which they take on a client and work together as a team on a strategic communication campaign. Prerequisites: MFJS 2400 and MFJS 3410.

MFJS 3501 Web 2.0 Design and Content Management (4 qtr. hrs.)
This course covers the building and management of web pages. The course also covers creating sites using open source content management systems, preferably for applications related to the not-for-profit sector. Applicants must be comfortable integrating Web 2.0 content into sites. Laboratory fee required. MFJS, SCOM, MDST, COMN, MCOM, JOUR, or IIC majors only.
**COURSE DESCRIPTIONS (CONTINUED)**

**MFJS 3502 Advanced Web Building & Site Management (4 qtr. hrs.)**  
This course covers the concepts and tools utilized when building industry standard Rich Internet/Desktop Applications. During the course the student gets an introduction to Object Oriented development practices and how it applies to ActionScript 3.0 development for the Flash Player and Adobe Integrated Runtime platforms. The student is exposed to design patterns and frameworks that are commonly used during RIA development. During the course the student learns how data is handled in an RIA situation, covering such aspects and XML, AMF remoting, and local file storage. Flash, Flex, and AIR are all discussed and used during the course when building Rich Internet/Desktop Applications.

**MFJS 3504 Advanced Multimedia Storytelling and Publishing (4 qtr. hrs.)**  
In this course, students tap the reporting, writing, editing and multimedia production and editing skills and knowledge learned and practice in previous journalism studies classes and apply them to building from scratch, a own content management based multimedia web site. Laboratory fee required. Prerequisites: MFJS 2140, MFJS 2240 or MFJS 3215, and MFJS 3501.

**MFJS 3510 Web Application Development (4 qtr. hrs.)**  
The goal of this course is to provide students with the fundamentals of planning and building web database applications using macromedia ColdFusion MX. Students will acquire a range of skills in planning, designing, developing and implementing a web database application. This course is focused on four core areas: Website Management, ColdFusion language, Database Design, and SQL. Prerequisite: DMST 3501 or MFJS 3501.

**MFJS 3550 Digital Audio Production (4 qtr. hrs.)**  
This class introduces the tools and techniques of digital audio production, including sampling and synthesis; sound editing and effects processing; multitrack recording; audio sequencing and mastering; and distribution.

**MFJS 3600 Introduction to 3D Modeling (4 qtr. hrs.)**  
This course will serve as an introduction to 3D modeling, texturing, and lighting on the computer. Students will complete a series of projects in which the processes of preparing and producing a 3D piece will be explored. Various strategies and techniques for creating detailed models to be used in animation and games will be examined. Additional attention will be spent on virtual camera techniques as well as the use of compositing in creating final pieces. Current trends in the field will be addressed through the analysis and discussion of current and historical examples. Prerequisites: MFJS 2110, DMST 2100, DMST 4100 or permission of instructor. MFJS, SCOM, MDST, MCOM, IIC, JOUR, COMN and DMST majors only.

**MFJS 3630 3D Animation and Character Animation (4 qtr. hrs.)**  
This course examines animation within virtual 3D environments. Starting with basic concepts, the course develops timing and spacing principles in animation to support good mechanics. They also serve as the basis for the more advanced principles in character animation as the class progresses. Prerequisite: MFJS 3600 or permission of instructor. MFJS, SCOM, MDST, COMN, MCOM, IIC, JOUR, and DMST majors only.

**MFJS 3650 3D Spaces: Narratives, Games and Visualization (4 qtr. hrs.)**  
An exploration of 3D digital space and the possibilities found in games, narratives and visualizations in these spaces. A real-time engine is used by students to examine the opportunities of virtual 3D worlds. Prerequisite: MFJS 3600 or DMST 3600 or permission of instructor. MFJS, SCOM, MDST, COMN, MCOM, IIC, JOUR or DMST majors only.
COURSE DESCRIPTIONS (CONTINUED)

MFJS 3690 Digital Cinema, Theory and Practice
(4 qtr. hrs.)
This course introduces such forms of digital cinema as video remixes and cinemashups, visual music, ambient video, sonic visualization; live cinema and Vjing. The class covers multitrack video and audio mixing, with an emphasis on live, performative approaches, including VJ tools and a variety of systematic approaches to making computer-generated or manipulated video. The class incorporates reading and discussion of several critical texts and documentation of digital cinematic theory, process and practices, and the class will include screening and discussion of examples of digital cinema. Prerequisite: Permission of instructor. MFJS, SCOM, MDST, COMN, MCOM, IIC, JOUR, or DMST majors only.

MFJS 3700 New Media Law & Regulation
(4 qtr. hrs.)
An examination of recent conflicts in mass communication law; topics vary with current developments. Particular emphasis is given to the legal problems of broadcasting, cable and the new communications technologies.

MFJS 3850 TV & Film Production: Hollywood View
(4 qtr. hrs.)

MFJS 3852 Advanced Design, Layout, and Editing
(4 qtr. hrs.)
This course teaches students advanced layout and design for media publications using contemporary software applications for journalists and public relations professionals.

MFJS 3880 On Campus Media Internship
(1 to 4 qtr. hrs.)
This course gives students an opportunity to hone their writing and editing skills under the tutelage of their instructors and their peers in the publication/dissemination of a campus-based news source that includes online news, print, video, photojournalism, audio, and/or design. Prerequisite: MFJS 2140.

MFJS 3900 Topics in Mass Communications
(1 to 4 qtr. hrs.)

MFJS 4050 Strategic Management-Communication Campaigns
(4 qtr. hrs.)
Understanding, designing, implementing public communication campaigns; theoretical social science framework underlying communication campaigns, ways theories define/explain communication campaigns.

MFJS 4060 Strategic Messaging
(4 qtr. hrs.)
In this class, students will learn, apply and evaluate Public Relations techniques. Students will also evaluate real world examples in which various techniques have been used, placing the technique within the larger context of the practice of Public Relations. We will also discuss the ethics involved in choosing and applying various techniques. Prerequisite: MFJS 4050.

MFJS 4070 Seminar in Public Relations
(4 qtr. hrs.)
Through a combination of course readings, case study analyses and guest speakers, students will observe and learn about the practice of public relations in the health and nonprofit sectors. Students will also learn about the goals, challenges and opportunities specific to these sectors. Prerequisite: MFJS 4060.

MFJS 4080 International and Intercultural Public Relations
(4 qtr. hrs.)
This course will explore several issues and aspects of international and intercultural public relations, including culture and intercultural communication issues, international media issues in PR, international corporate PR, cross-cultural and diversity training, international news & PR, international media relations, international corporate PR, and international PR issues of governments & foreign policy. This is not a PR techniques course, but focuses on relevant theories and issues. Prerequisite: minimum of one other PR class.

MFJS 4140 Issues in Mass Communication History
(4 qtr. hrs.)
This course examines historically the interplay of economic, social, political and cultural aspects of communications technologies, media production and media institutions. The course deals primarily with American media history; some attention will be paid to media history in other countries.
COURSE DESCRIPTIONS (CONTINUED)

MFJS 4160 Mass Communication Theory (4 qtr. hrs.)
Various theoretical approaches to study of mass communications; attention to relationships among technology, media institutions, culture, society, how these relationships have been conceptualized, research.

MFJS 4180 Media Effects & Consequences (4 qtr. hrs.)

MFJS 4200 Topics in Mass Communications (4 qtr. hrs.)

MFJS 4218 Narrative Film/Video Production I (4 qtr. hrs.)
While all forms of film and video production require a planning stage before actual production begins, it is imperative to include a detailed preproduction phase when shooting a scripted narrative. In this course, students complete the preproduction phase of an original 15-minute narrative. Preproduction consists of the following: 1) finalizing the shooting script; 2) breaking down the shooting script; 3) auditioning actors and casting; 4) location scouting; 5) procuring a crew; and 6) developing a shooting schedule based on the demands and constraints of other preproduction factors. At the end of the course each student should have the preliminary details in place to move quickly into the actual production of his or her script in MFJS 4220 Narrative Film Production II. Prerequisites: MFJS 4450 and MFJS 4470.

MFJS 4219 Documentary Film/Video Production I (4 qtr. hrs.)
The first half of a two-course sequence, this class focuses on the various modes and styles of documentary and on selecting and researching a topic for documentary production. Prerequisite: MFJS 4470.

MFJS 4220 Narrative Film/Video Production II (4 qtr. hrs.)
Application of film/video production techniques in creation of extended video project; integration of theoretical approaches of Seminar in Critical Studies of Film, Television and Popular Culture. Prerequisites: MFJS 4450, MFJS 4470 and MFJS 4218.

MFJS 4221 Documentary Film/Video Production II (4 qtr. hrs.)
The second half of a two course sequence, this class focuses on the production of a 10 minute documentary film. Prerequisites: MFJS 4470 and MFJS 4219.

MFJS 4222 Experimental Theory and Production (5 qtr. hrs.)
Historical/critical overview of experimental film/video movements; technical, aesthetic training in experimental production; integration of theory and criticism into production of several experimental projects. Prerequisite: MFJS 4470.

MFJS 4223 Advanced Editing (4 qtr. hrs.)
Building on the basic non-linear editing skills acquired in Introduction to Field Production and Editing, this course focuses on advanced editing techniques including image and sound manipulation that utilizes rhythmic, graphic, metaphoric, temporal and spatial techniques. In addition, the class addresses advanced sound sweetening and image color correction. Prerequisite: MFJS 4470.

MFJS 4250 Critical Studies of Film, TV, and Popular Culture (4 qtr. hrs.)
Major theories of culture, various critical approaches to film, television, popular literature; semiotics, genre theory, ideological analysis. Prerequisite: MFJS 4160.

MFJS 4260 Qualitative Research Methods (4 qtr. hrs.)
Interpretive critical theories, practices; ethnographic audience studies, reader response criticism, institutional studies in production of culture, historiography, historical research, textual criticism (semiotics, structuralism, feminist studies, psychoanalytic theory, post-structuralism, postmodernism). Prerequisite: MFJS 4250.

MFJS 4300 Freedom of Expression Issues (4 qtr. hrs.)
Historical development of First Amendment freedoms, various theories/philosophies that underlie constitutional free expression guarantees; Judicial interpretations of scope of First Amendment as related to political, corporate, commercial expressions.
MFJS 4310 New Media Law & Regulation
(4 qtr. hrs.)
Examination of current conflicts in mass communications law. Particular emphasis is given the legal problems of communications technologies. Topics may include libel, privacy, obscenity, news gathering, copyright, media ownership and comparative approaches to media law. The course provides insight into how the legal process works and an understanding of the principles and philosophies that underlie the restraints on new communication technologies.

MFJS 4320 Brands and Identities (4 qtr. hrs.)
This course reviews theories and cases of the role and meaning of brands in a consumer society, with a particular emphasis on understanding how brands are implicated in the construction and presentation of personal and group identities. The course combines insights from marketing, social psychology, and cultural studies to explore the importance of brands for both consumers and practitioners. Students master core branding concepts and use them to critically analyze salient social and cultural issues.

MFJS 4410 Business Behind Media-New York
(4 qtr. hrs.)

MFJS 4450 Scriptwriting (4 qtr. hrs.)
This course examines the fundamentals of narrative and character development with respect to writing scripts for film and television. Prerequisite: MFJS 4250

MFJS 4450 Web Building & Site Management
(4 qtr. hrs.)
An introduction to the fundamental concepts of Web site development and management, including HTML, DHTML, graphical Web building tools (Macromedia DreamWeaver and others), multilevel site planning and construction, navigation schemes, basic interactivity (via Javascript and CGI), information organization, Web site management and delivery of basic multimedia content.

MFJS 4540 Attitude Change & Persuasion
(4 qtr. hrs.)
A review of the major theories of persuasion, and analysis of their application in mass communication campaigns.

MFJS 4550 Media Effects & Consequences
(4 qtr. hrs.)
Empirically based examination of psychological effects, sociological consequences of mass communications; combines theoretical perspectives from social science inquiry to define how audiences use mass media; effect media have on mass communications policy in contemporary society.

MFJS 4560 Quantitative Research Methods
(4 qtr. hrs.)
Development/application of specific social sciences research techniques to study mass communication, emphasis on survey research strategies. Prerequisite: MFJS 4550.

MFJS 4650 International Communication (4 qtr. hrs.)
Major theories concerning international communication flows, the impact of globalization and global media, issues of new communication technologies, the rhetoric and media framing of global politics and culture; international marketing and public relations; and national and cultural sovereignty issues related to communication. Prerequisite: instructor's permission.

MFJS 4651 Development Communication
(4 qtr. hrs.)
Major theories in development communication concerning past, present, future roles of media in economic/cultural development around world. Prerequisite: instructor's permission.
MFJS 4652 Culture, Gender, and Global Communication (4 qtr. hrs.)
This course explores the ways in which culture, gender, and communication intersect and shape a variety of issues from an international and intercultural perspective. Using a global feminist perspective, it also focuses on paradigms and paradigm shifts in creating social change. Also explored are alternative paradigms of thought, action and media communications by women and indigenous peoples, which have often been ignored, discounted or buried in history.

MFJS 4653 Language, Power, and Globalization (4 qtr. hrs.)
This course focuses on scholarly and political debates surrounding the social nature of language, language and (inter)national and individual identity, language policy, multilingualism and linguistic diversity, language and globalization, language and media and communication technologies, and, finally, the future of the global language landscape.

MFJS 4800 Inside Washington DC (4 qtr. hrs.)

MFJS 4912 Seminar in Mass Communication (1 to 5 qtr. hrs.)

MFJS 4913 Seminar in Mass Communication (1 to 5 qtr. hrs.)

MFJS 4980 Internship (1 to 10 qtr. hrs.)
Arrange with internship director to complete internship with Denver-area media organization. Prerequisite: varies; consult internship director.

MFJS 4991 Independent Study (1 to 10 qtr. hrs.)

MFJS 4992 Directed Study (1 to 10 qtr. hrs.)

MFJS 4995 Independent Research (1 to 10 qtr. hrs.)

For More Information
A complete description of the program’s official offerings and requirements is available from the department at http://www.du.edu/mfjs.