

# MDC: MEDIA AND CULTURE

*College of Arts and Humanities*

## Courses

### **MDC 199. Transfer Credits. 1-10 Credits.**

Transfer Credits.  
Repeatable for Credit.

### **MDC 203. The Philadelphia Media Experience. 3 Credits.**

This course introduces students to the history of media professions in the Philadelphia area, exposes them to media opportunities, and helps them to improve the skill set needed to obtain jobs in emerging media organizations. The lens for examining all of these elements is the ethical framework of analysis that underpins our field and are articulated in our Code of Professional Ethics.

Gen Ed Attribute: Ethics Requirement.  
Typically offered in Spring.

### **MDC 217. Introduction to Video Production. 3 Credits.**

This course explores the basic television production process. Topics covered include theories of production process, camera operation, lighting, audio recording, editing, visual effects, design, and production staff, as well as the application of these processes to actual production situations.

Typically offered in Fall.

### **MDC 250. Intercultural Communication. 3 Credits.**

A study of factors that contribute to communication breakdowns between diverse cultures and between fragmented segments within the same society.

Gen Ed Attribute: Diversity Requirement.  
Distance education offering may be available.  
Typically offered in Fall, Spring & Summer.

### **MDC 251. Media Technology. 3 Credits.**

This course introduces the students to key technologies used in producing digital messages, as well as professional standards applied in using these technologies. As part of the course, students will also develop basic, practical skills in using current media technology applications.

Distance education offering may be available.  
Typically offered in Fall, Spring, Summer, Winter.

### **MDC 252. Media Writing. 3 Credits.**

This course provides a survey of mass media formats and writing techniques, including print, social media, and public relations. This course is designed to enhance the appreciation for media professionals as well as provide an understanding of the basic techniques media writers use to inform and/or persuade their audiences. Students will create a professional quality media kit, a portfolio of media artifacts promoting an event or awareness campaign.

Gen Ed Attribute: Writing Emphasis.  
Distance education offering may be available.  
Typically offered in Fall, Spring & Summer.

### **MDC 253. Media Literacy. 3 Credits.**

Media literacy is a way of critically thinking about modern media: a way of analyzing media messages to gain control over them, understanding their commercial, theoretical and ideological influences, mastering control over the psychological tricks embedded throughout modern technologies and creating new messages as a member of our social information society. In this course, we will explore the effects and influences of mass media and communication on us and in society. We will examine the historical and contemporary influences of mass communication and media - music, film, television, advertising the internet, video games, and social media.

Typically offered in Fall.

### **MDC 254. Media & Culture Theory. 3 Credits.**

This is an introductory course designed to explore the connection between media technologies and culture by examining basic theoretical arguments in media studies today. Students will examine key theoretical approaches to understanding the influence of media in contemporary culture, including audience studies, behavior change theories, computer-mediated communication, critical cultural studies, media convergence, and media literacy. By semester's end, students will be able to understand, apply, and contribute to research in the field of media studies. This knowledge will aid in the process of becoming responsible media producers and critical media consumers in today's digital world.

Distance education offering may be available.  
Typically offered in Fall & Spring.

### **MDC 255. Mass Communication Research Methods. 3 Credits.**

An examination of the nature of inquiry and research in communication. Emphasis on understanding and appreciating the strengths and weaknesses of various methods of research in communication. Students will gain knowledge of the fundamentals of research, research methodologies, and basic descriptive statistics.

Distance education offering may be available.  
Typically offered in Fall, Spring & Summer.

Cross listed courses MDC 255, COM 211.

### **MDC 308. Multimedia Performance. 3 Credits.**

This course is designed to introduce the student to both the theory and practice of professional performance across multiple platforms, including social media, mediated public presentation sites, and interviewing.

Pre / Co requisites: MDC 308 requires prerequisites of MDC 250 and MDC 251, or instructor/department chair permission.

Gen Ed Attribute: Speaking Emphasis.  
Distance education offering may be available.  
Typically offered in Fall, Spring & Summer.

### **MDC 311. Communication Professions in Sports. 3 Credits.**

Course focuses on the communications businesses related to sports in America, including marketing, public relations, journalism, emerging media, etc. Includes sections on media history, communication ethics, race relations, and gender issues in sports media. Guest speakers from major media and local professional teams provide insight into communications-related professions in sports.

Pre / Co requisites: MDC 311 requires prerequisites of MDC 250 and MDC 251.  
Typically offered in Fall & Spring.

### **MDC 314. Games Culture and Theory. 3 Credits.**

More people are playing video games than ever before, but what does it mean to be a gamer? What does it mean to be part of gaming culture? How does theory help us understand the impact of video games on us? In this class, we will explore video games, both classic and contemporary. You will not only play them, but you will also deconstruct your own relationship with video games themselves as well as humanity's. You will explore the ways people are influenced by games, and the way that games influence culture and society, for better and for worse.

Pre / Co requisites: MDC 314 requires a prerequisite of SPK 208, or MDC 250 and MDC 251.  
Typically offered in Fall, Spring & Summer.

### **MDC 316. Mediated Communication: The Internet, Culture, and Society. 3 Credits.**

We communicate using technology every day. In fact, our digital communication technologies are so pervasive that they seem almost invisible as most of us increasingly rely on some form of media in order to communicate with one another. Technologies such as Facebook, Twitter, SMS, e-mail, and any number of other programs have blurred the lines between interpersonal and mass communication, causing us to rethink how we understand human interaction in this new mediated world. Mediation has challenged some of the most basic assumptions of how we form relationships, both with each other and with ourselves, and how technology can be used to enhance or inhibit these relationships. This course examines the effects that digital mediated communication technologies have on our everyday lives, personal identities as well as our interpersonal, intrapersonal, and organizational relationships.

Pre / Co requisites: MDC 316 requires prerequisites of MDC 250 and MDC 251.  
Typically offered in Fall & Spring.

### **MDC 317. Advanced Video Production. 3 Credits.**

This course explores advanced television production processes. Topics covered include proposal and budget writing, visualization and storyboarding, composing and staging shots and the advanced use of editing tools in pre-production, production, and post-production.

Pre / Co requisites: MDC 317 requires prerequisites of MDC 217, MDC 250, and MDC 251.  
Typically offered in Spring.

**MDC 320. Communication on Television and Radio. 3 Credits.**

A course on the professional practice of communicating through radio, television and digital broadcast media. Topics include communicating through radio and audio media, television and video media, commercial voiceovers, news reporting, and performing in a studio environment.

Pre / Co requisites: MDC 320 requires prerequisites of MDC 250 and MDC 251.

Typically offered in Fall & Spring.

**MDC 321. Search Engine Optimization Management. 3 Credits.**

This course examines the relationship between communication and marketing on the internet, with emphasis on the strategic use of content in the marketing process. Topics include: online communication environments, audience analysis, message design, editorial plan, and the analysis of outcomes.

Pre / Co requisites: MDC 321 requires prerequisites MDC 250 and MDC 251.

Typically offered in Fall & Spring.

**MDC 322. Culture and Organizations. 3 Credits.**

Organizational dynamics can be understood to operate using deeper assumptions and values, much like national cultures. Different scholarly approaches to culture are used to craft strategic responses to practical organizational challenges using the media. The particular cultures of media organizations are also analyzed using case study examples.

Pre / Co requisites: MDC 322 requires prerequisites of MDC 250 and MDC 251.

Distance education offering may be available.

Typically offered in Fall & Spring.

**MDC 323. Media Audiences. 3 Credits.**

Media scholars and practitioners have long been interested in understanding and measuring 'the audience'. Increasing levels of media convergence, fragmentation, and polarization present many new challenges for making sense of media users. The purpose of this course is to explore various assumptions of media audiences and the different methodological attempts to measure them. First, students will explore a 'push' media perspective by examining mass communication media effects research. Students will examine pop culture texts of today and learn more about ratings analysis. Next, students will reflect on critical responses to emergent audiences through 'pull' media research. Here, students will learn more about audience reception research and the many ways in which audiences experience and make sense of media technologies. Finally, students will examine how these different approaches inform the concerns, questions, methods, findings, and implications of audience research today.

Pre / Co requisites: MDC 323 requires prerequisites of MDC 250 and MDC 251.

Distance education offering may be available.

Typically offered in Fall, Spring, Summer, Winter.

**MDC 325. Strategic Social Media. 3 Credits.**

This course is designed to explore the influence of digital historical landscape, best marketing practices and mobilization through social media in the twenty first century. We will address key concepts in the field of new media, including issues such as media literacy, personal identity, community, globalization and the convergence culture. It is necessary to question whether there is anything "new" about these new technologies by comparing them with historic media transformations of our past. Once an adequate understanding is gained of the historical and present landscape of new media, we will learn to utilize technologies for personal online reputation management. Finally, we will critically explore how to best market new media by examining various business models and theories in the field, as well as how organizations and businesses utilize new media most effectively. Students will have an opportunity to apply course concepts to a final social media marketing project.

Pre / Co requisites: MDC 325 requires prerequisites of MDC 250 and MDC 251.

Distance education offering may be available.

Typically offered in Fall, Spring, Summer, Winter.

**MDC 350. Advanced Intercultural Communication. 3 Credits.**

Intercultural communication examines communication across various areas of difference: age, race, gender, class, orientation, region. Graduate Intercultural Communication examines the relationship between communication and culture. Analysis of communication variables as they relate to the communication of difference and the ways in which difference matters in everyday intercultural communication are examined. Emphasis is placed on the influence of culture on the communication process, including differences in values, assumptions, and communication practices/rules.

Pre / Co requisites: MDC 350 requires prerequisites of MDC 250 and MDC 251.

Typically offered in Fall & Spring.

**MDC 355. Introduction to Public Relations. 3 Credits.**

An introduction to the role of the public relations practitioner in the formation of public opinion. Communications theory will be combined with specific techniques for working with the press, producing printed material, and conducting special events.

Pre / Co requisites: MDC 355 requires prerequisites of MDC 250 and MDC 251.

Typically offered in Fall & Spring.

**MDC 360. African American Culture and Communication. 3 Credits.**

African American communication explores the ways messages, verbal and non-verbal, produce, maintain, transform and repair reality for Black community members over the media and in interpersonal contexts. As such, the course explores the significance of discursive identity construction in over the media and in human interaction. We aim to develop intercultural communication competency in this subject area. We accomplish this as we examine the ways in which Black/African American identities have been discursively and socially constructed, sustained, problematized, celebrated, and enacted in media, institutional, and societal settings. The dynamic process of acquiring, managing and executing the rhetorical qualities, patterns of thinking, values, assumptions, and concepts which constitute subjective culture are explored.

Pre / Co requisites: MDC 360 requires prerequisites of MDC 250 and MDC 251.

Typically offered in Fall & Spring.

**MDC 365. The Science and Media Connection: Producing and Communicating Science. 3 Credits.**

This course is intended to prepare students to make multimedia products about fundamental scientific phenomena which can be used to educate and teach others. Through both theoretical and practical approaches, students learn skills and concepts that will enable them to complete a series of science-based creative projects and apply these skills toward future use.

Pre / Co requisites: MDC 365 requires a prerequisite of 60 credits.

Gen Ed Attribute: Speaking Emphasis.

Typically offered in Fall & Spring.

Cross listed courses ESS/MDC 365, COM/ESS 565.

**MDC 370. Event Production Using Media. 3 Credits.**

Producing a large event requires strategic leadership to coordinate multiple stakeholders to achieve concrete goals. The media play a variety of roles in this complex production process. This course considers application of theory and research to the practical problems of envisioning and executing events on a larger scale using a variety of mediated forms in different supporting roles. Students learn how to make a persuasive pitch about media use to different audiences.

Pre / Co requisites: MDC 370 requires prerequisites of MDC 250 and MDC 251.

Gen Ed Attribute: Speaking Emphasis.

Typically offered in Fall.

**MDC 375. Communicating Through Risk and Crisis. 3 Credits.**

Explores the challenges of risk and crisis communication before, during and after high profile events. The course emphasizes the practical and theoretical applications of media strategies used by companies, organizations, and governmental bodies before, during, and after crisis situations. The course focuses on the issues relevant to communicating risk through both new and traditional media strategies as well as planning and executing crisis communications and recovery plans. The course also introduces students to ethical accountability and informed decision making during crisis situations. Cases discussed will examine risk and crisis situations in business, political, educational and non-profit settings.

Consent: Permission of the Department required to add.

Gen Ed Attribute: Speaking Emphasis.

Typically offered in Fall, Spring, Summer, Winter.

**MDC 420. Mass Media & Social Protest. 3 Credits.**

This course will address multi-disciplinary theory and research that has contributed to our understanding of both the antecedents and consequences of mediated messages as they affect processes related to social protest. This will include analyzing the ethical codes guiding journalists covering protest groups as well as the ethics guiding protesters and their actions. Readings will draw from mass communication, political science, sociology and other disciplines to examine questions about the role of communication media in the dynamics of social protest considering both traditional and new/emerging media.

Pre / Co requisites: MDC 420 requires prerequisites of MDC 250 and MDC 251.

Gen Ed Attribute: Ethics Requirement.

Typically offered in Spring.

**MDC 421. Content Strategy. 3 Credits.**

This course examines the relationship between communication and marketing on the internet, with emphasis on the strategic use of content in the marketing process. Topics include: online communication environments, audience analysis, message design, editorial plan, and the analysis of outcomes.

Pre / Co requisites: MDC 421 requires prerequisites of SPK 208, or MDC 250 and MDC 251.

Distance education offering may be available.

Typically offered in Fall & Spring.

**MDC 422. Consulting for Careers in Media and Culture. 3 Credits.**

The goal of this course is to explore the links between abilities and perspectives refined by those who study organizational culture and the needs of modern organizations. In this course, students will explore the elements of organizational culture and apply their learning in conducting an in-depth analysis of a specific organization and with the goal of improving organizational effectiveness and creating positive organizational change.

Pre / Co requisites: MDC 422 requires prerequisites of MDC 250 and MDC 251.

Typically offered in Fall & Spring.

**MDC 423. Media Campaigns. 3 Credits.**

This course examines key theories of mass media influence and applies them to the practice of persuasive media campaigns.

Pre / Co requisites: MDC 423 requires prerequisites of MDC 250 and MDC 251.

Typically offered in Fall & Spring.

**MDC 455. Public Relations Management. 3 Credits.**

This is an upper-level course designed for students who have completed the introduction to public relations courses and have a foundation in public relations and news analysis. The course builds on introductory principles from Introduction to Public Relations to provide students who are serious about a career in public relations with an opportunity to learn about strategic planning and implementation of public relations programs. This course explores the longer-term, management-oriented aspects of public relations, where practitioners conduct research, identify communications goals, develop overall strategy and use social science research methods to evaluate the effects of campaigns. Students use a case study approach, applying management theory to real public relations cases to identify tangible communication objectives, understand the values of key audiences, develop appropriate and effective message strategies, work with the media to distribute messages and develop appropriate research methods to determine the effectiveness of their campaigns.

Pre / Co requisites: MDC 455 requires prerequisites of MDC 250, MDC 251, and MDC 355.

Typically offered in Fall.

**MDC 460. Communication and Advertising. 3 Credits.**

This course explores the relationship between communication and advertising. Topics covered include the interconnection among advertising, media, and a range of publics, as well as the process and history of advertising, message strategies, media planning, and campaign evaluation, ethical and regulatory issues.

Pre / Co requisites: MDC 460 requires prerequisites of MDC 250 and MDC 251.

Typically offered in Fall & Spring.

**MDC 470. Intercultural Communication Training. 3 Credits.**

Intercultural training is an experiential activity that engages cognitive, behavioral and affective learning to help individuals to bridge cultural differences in their communication.

This course teaches students the theory behind intercultural training for the workplace through the experience of workshops and through designing their own workshops. The use of media in training workshops is addressed explicitly using theory and experiential examples.

Pre / Co requisites: MDC 470 requires prerequisites of MDC 250 and MDC 251.

Typically offered in Fall & Spring.

**MDC 490. Special Topics Seminar in Culture. 3 Credits.**

The mass media is a staple of modern-day society. We have interactions daily with media messages, both intentionally and unintentionally. Media researchers have been examining the impact of the mass media on individuals' thoughts, attitudes, and behaviors since the Industrial Era and continue to investigate the influence of newer technologies. This course will take an in-depth look at the critical and empirical research into the different discussions and theories on how the media affects people, both at an individual and societal level.

Pre / Co requisites: MDC 490 requires prerequisites of MDC 250 and MDC 251.

Typically offered in Fall & Spring.

Repeatable for Credit.

**MDC 491. Special Topics Seminar in Production. 3 Credits.**

This course serves as an intensive examination of a selected area of study in the field of media production. Specifically, the seminar will focus on the creation of short-form videos. Videos currently account for over half of all internet traffic, with the average length of videos decreasing each year. Online users are interested in short, professional-quality video content. We will examine the art of creating short video content through three sections. First, we will examine the history and production of short videos on social media. Second, we will study tips for creating short videos in an abbreviated time frame through the film race genre. Finally, we will apply knowledge to creating short videos for business settings.

Pre / Co requisites: MDC 491 requires prerequisites of MDC 250 and MDC 251.

Typically offered in Fall & Spring.

Repeatable for Credit.

**MDC 492. Special Topics Seminar in Strategic Communication. 3 Credits.**

This course serves as an intensive examination of a selected area of study in the field of strategic communication. Specifically, the seminar will provide an in-depth examination of audience behavior for public relations, social media, and content marketing specialists. Understanding audience behavior in a convergent media environment has never been more important or difficult to achieve. By focusing on research tools used to understand audience demographics and psychographic characteristics, incorporating these findings into strategic media campaigns, and utilizing communication research methods to monitor and evaluate results, students will be better prepared to enter the field of strategic communication.

Pre / Co requisites: MDC 492 requires prerequisites of MDC 250 and MDC 251.

Typically offered in Fall & Spring.

Repeatable for Credit.

**MDC 493. Directed Studies in Media and Culture. 1-3 Credits.**

Research, creative projects, reports, and readings in communication studies. Students must apply to advisors one semester in advance of registration.

Pre / Co requisites: MDC 493 requires prerequisites of junior or senior status, a minimum GPA of 2.5, and MDC 250, MDC 251, MDC 252, MDC 253, MDC 254, and MDC 255.

Consent: Permission of the Department required to add.

Typically offered in Fall & Spring.

Repeatable for Credit.

**MDC 494. Internship in Media and Culture. 1-12 Credits.**

The internship provides students the opportunity to gain vital hands-on work experience in the communication discipline that cannot come from classroom experience alone. The program is designed to provide students with exposure to professional opportunities related to the field, as well as helping them to build their resumes and begin developing a network of industry contacts. Credits earned vary based upon the amount of time spent on the job. All internships must be approved by the Department's Internship Coordinator and must meet federal guidelines. Note: This course fulfills the requirement for an MDC major to complete an internship or practicum as part of the major.

Pre / Co requisites: MDC 494 requires prerequisites of MDC 250 and MDC 251; one upper-level MDC course; the student must be a declared MDC major; and have a cumulative GPA of 2.8 or higher.

Consent: Permission of the Department required to add.

Typically offered in Fall, Spring & Summer.

Repeatable for Credit.

**MDC 495. Media & Culture Capstone Practicum. 3 Credits.**

This practicum is a supervised, in-house internship, which allows students to apply the concepts and skills learned in MDC courses to professional settings. Under the supervision of the practicum director, students will work with clients including (but not limited to) local nonprofits, businesses, and campus entities such as campus media (The Quad, WCUR, and WCU Weekly).

Pre / Co requisites: MDC 495 requires prerequisites of MDC 250, MDC 251, and at least 15 credits of MDC coursework completed.

Consent: Permission of the Department required to add.

Typically offered in Fall & Spring.