

COMMUNICATION AND MEDIA ARTS (CMDA)

CMDA 110 - Introduction to Communication and Media Arts 3 Credits

This course examines the crucial role media play in contemporary society and surveys the technological, social, cultural, economic, and political impact of communication codes, media, and their convergence. Topics include the histories of varied media (print, electronic, digital), media narratives and genres, the interplay between media products/industries and identity, and the evolving significance of emerging technologies. Previous course SPCM 172 effective through Spring 2012. 3 hours lecture.

CMDA 210 - Theorizing Communication and Media Arts 3 Credits

Prerequisite(s): CMDA 110; School of Communication and Media majors only. This course introduces major theoretical perspectives and debates in the interdisciplinary fields of communication and media and provides key concepts used in the criticism of different types of media and texts. Theoretical approaches include political economy, semiotics, visual aesthetics, psychoanalysis, effects and reception, feminism, cultural studies, Marxism, and postmodernism which are then applied to a wide range of texts and structures (radio, film, television, music, advertising, news, the Internet, etc). Previous course SPCM 201 effective through Spring 2012. 3 hours lecture.

CMDA 220 - Writing for the Media 3 Credits

Prerequisite(s): CMDA 110 may be taken as a prerequisite or corequisite; School of Communication and Media majors only. This course covers the basic principles of writing for print, electronic, and on line media and provides hands-on writing experience. Students develop an understanding of industry standards of writing by communication and media professionals. They also build their skills in creating a variety of media texts, including news packages, documentary and fiction programs, press releases, speeches, Web pages and blogs, public service announcements and advertisements. Previous course BDCS 140 effective through Spring 2012. 3 hours lecture.

CMDA 320 - Transmedia Projects 3 Credits

Prerequisite(s): CMDA 210 and CMDA 220. The course offers students a supervised transmedia project experience. Students develop skills in concept development, research, fieldwork, collaboration, production planning, execution, and management as they work on client-based (corporate, governmental, non-profit) or cause-related projects across varied technological platforms. The course requires substantial work outside of class time. 3 hours lecture.

CMDA 360 - Communication and Media Coop Ed 4-16 Credits

Prerequisite(s): FILM 260 or TVDM 253 or CMST 280 and School of Communication and Media approval. Advanced students complete a supervised employment experience, outside the classroom, that complements their program of study in the fields of communication and media. The experience provides students the opportunity to define their career objectives and enhance professional skills and expertise. An MSU faculty member evaluates student progress and awards credit. Students may not exceed 16 credits through enrollment in multiple co-op courses. Previous course CMDA 460 effective through Winter 2014. 3 hours lecture.

CMDA 440 - Independent Study 1-3 Credits

Prerequisite(s): CMDA 320 and departmental approval. Opportunity to obtain credit for independent research projects; students must obtain approval from the division coordinator before registration period for the semester of the independent study; generally not for production projects. May be repeated once for a maximum of 6.0 credits. Previous courses ARFM 450, BDCS 403 and SPCM 403 effective through Spring 2012. 3 hours lecture.

CMDA 490 - Colloquium Series 0 Credits

Prerequisite(s): Open only to Majors/Minors in the School of Communication & Media Arts. Students are required to register for and attend the colloquium series each semester. The series provides a forum for students, faculty, and invited guests to share their work and address relevant current issues in news, public policy, government, etc. Meetings take place once a month each semester. 3 hours lecture.