

Digital Media and Journalism

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Faculty from other disciplines also support this program.

The goal of Principia's Digital Media and Journalism program is to inspire students to use their knowledge, skill and talent in the media for constructive purposes—through business, journalism, and the arts.

Through our program, students acquire familiarity with and knowledge of current media-related professions, to prepare them for a range of career options. These professions include public relations and advertising, corporate communications, journalism, film, television and video, as well as radio broadcasting and other forms of audio storytelling.

Students also learn the skills essential to working in these media professions. Skills taught include writing, reporting and editing, photography, video and audio production, graphic design, social media, and public speaking. These capabilities are the foundation for effective storytelling of all types, across all media platforms.

Lastly, and perhaps most importantly, students learn media literacy—developing and applying critical and creative thinking to all aspects of the media industry, including its messages and their effects on individuals and society. Media literacy involves understanding the business context of the media, the importance of informed media use, ethical and legal considerations, global media issues, and the role of media in a democratic society.

With a rich combination of classroom instruction, hands-on experience with professional equipment and facilities, team-based projects, internships, field programs, and academic study—students are exposed to the full spectrum of ideas, skills, and critical thinking they will need to make a positive contribution to the world as Principia-educated consumers and producers of media content.

Departmental Learning Outcomes

Outcome 1: *Communicate Skillfully*--Students will demonstrate proficiency and creativity in the skills essential to the media professions for effective multimedia communications and storytelling using words, sounds and images.

Outcome 2: *Think Professionally*—Students will demonstrate a high standard of professionalism—in the areas of business, journalism or the arts—through personal integrity, and through their relationships and communications with those they work with.

Outcome 3: *Contribute Constructively*—Students will demonstrate through their work and character how the media can be used to make a positive contribution to the community and the world.

Outcome 4: Comprehend Critically—Students will demonstrate media literacy through critical and analytical thinking about the media, their relationship with it and its effects on society.

Majors

- B.A. Major in Digital Media and Journalism (<http://catalog.principiacollege.edu/majors-minors/digital-media-journalism/ba/>)

Minor

- Minor in Digital Media and Journalism (<http://catalog.principiacollege.edu/majors-minors/digital-media-journalism/minor/>)

MDIA 028 Newspaper Production **0.0 SH** []
 Participation in *The Pilot*-the student-run news publication-through reporting, writing, editing, photography, graphic design, or other staff functions.

MDIA 040 Internship - No Credit **0.0 SH** []
 Students participate in a third party pre-professional field experience in media communications. Students have primary responsibility for locating an internship opportunity with the assistance of a faculty advisor.
Class Level Restriction: Junior and Senior only.

MDIA 042 Television Production **0.0 SH** []
 Participation in television production activities at the college under the supervision of the faculty advisor.

MDIA 052 Radio on Air **0.0 SH** []
 Participation in broadcast activities of the college's radio station, Principia Internet Radio.

MDIA 053 Radio Station Management **0.0 SH** []
 Participation in the operations of the college's radio station, Principia Internet Radio.
Prerequisite: MDIA 052.

MDIA 054 Sports Video Broadcasting **0.0 SH** []
 Participation in live sports video broadcasting activities on Principia's internet video stream.

MDIA 120 Intro to Media and Journalism **3.0 SH** []
 This course is an introduction to the major media platforms students will need to understand and use to succeed in the world of multi-media storytelling. It lays the foundation for them to determine their area of emphasis in the major and explores the four main concentrations taught in the department. These are journalism, audio production, visual media, and public relations.
Class Level Restriction: Freshman and Sophomore only.

MDIA 140 Public Speaking **3.0 SH** []
 Provides opportunities to develop effective oral communication skills applicable in many settings including on-the-job, in management and leadership, and other professional, academic, or community environments. Includes speeches of introduction, informative speeches, persuasive speeches, group discussions, speech research and organization, audience analysis, and delivery skills, such as voice, gesture, movement, and confidence in front of an audience.
Class Level Restriction: Freshman and Sophomore only.

MDIA 150 Digital Media Literacy **3.0 SH** [GESS]
 Media Literacy is a way of thinking about the media; a way of deconstructing media messages to gain more control over them. In this class, we'll be deconstructing media content--photographs, news articles, ads, tv shows, movies, documentaries, public relations materials --and developing an understanding of how media content influences.

MDIA 181	Photography Fundamentals	3.0 SH	[GEA]
<p>A foundation course to learn the craft of digital photography. Students learn how to tell stories visually while developing their photographic skills by learning how to control their cameras and the photographic process. The nature of assignments range from photojournalism to the fine-art type. Class Level Restriction: Freshman and Sophomore only. Fee=\$70.00.</p>			
MDIA 185	Photography Field Study	1.0 SH	[]
<p>This is a field study course in the basic application of photographic skills to telling a fact-based story through images. Working with digital cameras, students learn to design and execute a documentary story about a subject, showing basic proficiency in technical skills. The emphasis will be on making and editing images into a coherent and revealing narrative. DSLR camera required. Prerequisite: MDIA 181. Concurrent registration permitted. Fee amount varies depending on location and length of program and will be provided on the course schedule for the individual offering. Fee=\$750.00.</p>			
MDIA 210	Media Reporting and Writing	3.0 SH	[]
<p>A beginning course for those aspiring to work in the media or in a media-related field such as public relations. Students have intensive training in interviewing, gathering information, and writing in a clear, news style. They learn to edit and critically evaluate media writing as well as write to a standard worthy of publication in print or on-line.</p>			
MDIA 224	Feature Writing	3.0 SH	[]
<p>Instructs students in writing a wide variety of feature stories, ranging from the types commonly associated with newspapers to those in print, broadcast, and online magazine formats. Prerequisite: MDIA 210.</p>			
MDIA 226	Opinion Writing	3.0 SH	[]
<p>For students who have mastered the basics of news writing, this class explores the foundations of expressing advocacy and opinion on topics of contemporary significance. Students practice writing and editing editorials, op-ed columns, and reviews.</p>			
MDIA 228	Newspaper Practicum	0.5-1.0 SH	[]
<p>Practicum for writers/reporters, editors, and staff of <i>The Pilot</i>, the college newspaper. May be offered for variable credit from .5 to one semester hour. May be taken six times up to a total of six semester hours.</p>			
MDIA 235	Communication Seminar	3.0 SH	[]
<p>This course is tailored to examine recent developments, social trends, and shifting technologies not covered in the regular digital media and journalism curriculum. The title will be extended to describe the current topic. May be taken twice provided the topics differ. Class Level Restriction: Sophomore and Junior and Senior only.</p>			
MDIA 236	Mrs. Eddy and The C.S. Monitor	3.0 SH	[]
<p>This course explores the historical context in which Mary Baker Eddy founded <i>The Christian Science Monitor</i>. This includes examination of the period of yellow journalism, relevant developments in Mrs. Eddy's life, and the <i>Monitor's</i> impact in the world of media.</p>			
MDIA 237	Gender, Race, & Class in Media	3.0 SH	[]
<p>This course is designed to give students the opportunity to explore representations of gender, race, and class in traditional as well as social media by examining media content and its impact on audiences. Students will gain skill in critical analysis and media literacy by examining concepts of privilege, representation, hegemony, and intersectionality through readings, videos, projects, and class discussions. Class Level Restriction: Sophomore and Junior and Senior only.</p>			
MDIA 240	Broadcast Journalism	3.0 SH	[]
<p>This course introduces students to the processes, skills, and ethics of developing, writing, delivering, and producing journalistic content for the broadcast media. Topics covered may include the following: on-air news writing; adapting print news for on-air delivery; producing feature stories and interviews for radio and television. Prerequisite: MDIA 210.</p>			

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- MDIA 241 Television Workshop** 3.0 SH []
Students plan, write, videotape, edit, anchor, and produce a television news program for broadcast to the community. Topics may range from news to election coverage.
Fee=\$40.00.
- MDIA 242 Speech Skills for the Media** 3.0 SH []
Provides students with a variety of speech skills that would be useful to them in media professions. Among the skills included are interviewing on and off camera, radio and television news reading, extemporaneous speaking, oral reading, group discussion, and impromptu speaking.
- MDIA 246 Television Practicum** 0.5-1.0 SH []
Develops television skills through experience working on special broadcasting projects under supervision of digital media and journalism faculty. May be offered for variable credit from .5 to one semester hour. May be taken six times up to a total of six semester hours.
- MDIA 251 Radio Broadcasting** 3.0 SH []
Using Principia Internet Radio (PIR) facilities, students create, produce, direct, voice, and operate their own live radio programs and create promotional materials in a variety of formats. Emphasis on effective communication of ideas. Students in the workshop also assist each other in critiquing and improving their work on a regular basis.
- MDIA 258 Podcasting** 3.0 SH []
Podcasting is a significant media development of the 21st century, and is used for purposes ranging from journalism to storytelling to marketing. In this course, we'll explore why podcasting has become so popular in the last few years, what its unique strengths are as a medium, and the most effective tools and strategies for creating a podcast.
- MDIA 263 Public Relations** 3.0 SH []
This introductory class instructs students in the theory and techniques of public relations practice: why organizations must deal effectively with various publics, how to write a news release, how to interact with the media. Corporate and agency public relations are both examined. Case studies that highlight effective public relations strategies are considered. A special section on crisis communications is included.
- MDIA 266 Public Relations Writing** 3.0 SH []
Students learn to write effectively across a variety of formats and media used by today's public relations professionals. Various forms include press releases; public service announcements; query, pitch, and cover letters; media alerts; features; newsletters; backgrounders; and elements of public relations presentations. There is particular emphasis on strategizing and crafting persuasive public relations messages.
Prerequisite: MDIA 263.
- MDIA 281 Photojournalism** 3.0 SH []
An applied study of how photojournalists report the news in a visual form. Working in digital photography, students learn how to capture the peak moment while refining their sense of content, aesthetics, news judgment, and ethics.
Prerequisite: each student must supply a digital single lens reflex camera.
- MDIA 282 Intermediate Photography** 3.0 SH []
This course is both a theoretical and a practical study of photography with a particular focus on lighting. Through a critical study of the current and past masters of photography, students work toward defining their own vision and photographic portfolio.
Prerequisite: MDIA 181. Prior experience in photography will be taken into consideration. Each student must supply a digital single lens reflex camera.
Fee=\$70.00.
- MDIA 283 Yearbook Editing** 1.0 SH []
Practicum for the editor(s) of *The Sheaf*, the college yearbook. A team approach is encouraged. May be taken twice.
Prerequisite: member of *The Sheaf* editing staff.

- MDIA 284 Photography Practicum** 1.0 SH []
 Practicum for staff photographers of *The Sheaf*, the college yearbook. Students receive focused instruction on photography including composition, working with subjects, and ethics in photography. May be taken more than once up to a total of four semester hours.
- MDIA 286 On-Location Digital Media Prod** 3.0-4.0 SH []
 An introduction to graphic design with an emphasis in digital media and design. Develops basic skills in designing with photographs, illustrations, and typography for print and digital media devices. Strategies and processes are examined and developed for work on location. Fundamental design principles are explored in depth. To be taught only on an abroad program.
- MDIA 292 Video Production** 3.0 SH []
 A foundation course exploring video production in both a theoretical and practical way. Through hands-on assignments, students develop their skills in camera operation, audio, lighting, and editing, as well as gaining experience expressing messages and stories visually. Prior knowledge or production experience is not necessary.
Fee=\$100.00.
- MDIA 293 Corporate Video** 3.0 SH []
 Students study the theoretical approaches to creating the very specific video messages that companies and organizations use to deliver corporate messages to internal and external target audiences. Includes practical experiences producing corporate videos for clients on or off campus. Prior knowledge or production experience is not required.
Fee=\$100.00.
- MDIA 301 Mass Media in Society** 3.0 SH [GESS]
 Explores the relationship between media and society, in particular how one can influence the other. Looks at theories of media impact as well as methods of research to determine those impacts. Includes readings and discussion of contemporary media controversies. Builds a foundation for understanding the power, and limits, of media.
Prerequisite: MDIA 150.
Class Level Restriction: Junior and Senior only.
- MDIA 302 Media Law and Ethics** 4.0 SH []
 Study of the legal and ethical foundations of mass media, as well as how they are changing. Explores the constitutional issues of free press and privacy, as well as the regulation of broadcasting and advertising. Taught as a lab course, using case studies.
Prerequisite: MDIA 120.
Class Level Restriction: Junior and Senior only.
- MDIA 322 Advanced Reporting and Writing** 3.0 SH []
 The advanced study of print and web journalism, including practice of various styles of writing, ranging from editorials and investigative reporting to features and blogging. Also explores traditional and emerging organizational structures of newsrooms, web sites, and other journalistic entities.
Prerequisite: MDIA 210.
Class Level Restriction: Junior and Senior only.
- MDIA 339 Multi-Platform Storytelling** 3.0 SH []
 Course explores the proliferation of new media forms driving the growth of trans-media or multi-platform storytelling. The course teaches both storytelling across different media using the same source material and complex (multi-dimensional) storytelling across multiple media.
Prerequisite: MDIA 210 or MDIA 240.
Class Level Restriction: Junior and Senior only.
- MDIA 354 Advanced Radio Broadcasting** 3.0 SH []
 Using the facilities of Principia Internet Radio (PIR), students develop advanced techniques to create, produce, direct, voice, and operate their own live radio programs and create promotional materials in a variety of formats. Emphasis on effective communication of ideas. Students in the workshop also assist each other in critiquing and improving their work on a daily basis.
Prerequisite: MDIA 251.
Class Level Restriction: Junior and Senior only.

MDIA 388 The Photographic Essay 4.0 SH []

This advanced study of photojournalism occurs through working in-depth on a specific project culminating in a photo story/essay. Through this course, students expand their photographic skills while further refining their sense of content, aesthetics, news judgment, and ethics.

Prerequisite: MDIA 281, and each student must supply a digital single lens reflex camera.

Class Level Restriction: Junior and Senior only.

Fee=\$65.00.

MDIA 392 Documentary Video 3.0 SH []

Students add to skills learned in previous video classes as they learn to document reality in an informative and entertaining way, telling stories visually about real life.

Prerequisite: MDIA 292 or MDIA 293.

Class Level Restriction: Junior and Senior only.

Fee=\$40.00.

MDIA 400 Internship 1.0-6.0 SH []

Students participate in a third party pre-professional field experience in media communications.

Students have primary responsibility for locating an internship opportunity with the assistance of a faculty advisor.

Class Level Restriction: Junior and Senior only.

MDIA 411 Adv Topics in Communication 1.0-6.0 SH []

This seminar for seniors is built around the study of historical and contemporary issues in the field of digital media and journalism linked to a theme, such as the history of media, the foundational differences across the globe, and theories about media impact. The title will be extended to describe the current topic. May be taken twice provided topics differ.

Prerequisite: MDIA 120, MDIA 150, and MDIA 301.

Class Level Restriction: Senior only.