

# MASS MEDIA ARTS (CMMA)

## **CMMA 200 News Writing 3 Credits**

A lecture and laboratory course which emphasizes writing various types of news stories for print and broadcast media. Prerequisites: CENG 105, English Composition I and CENG 106, English Composition II with a final grade of "C" or better.

## **CMMA 201 Survey of Media & Society 3 Credits**

A comprehensive examination of the historic foundations and current status of the mass media. Emphasis will be placed on social and economic controls as well as the impact and influence of the mass media in today's society. Prerequisites: CENG 105, English Composition I and CENG 106, English Composition II with a final grade of "C" or better.

## **CMMA 203 Multimedia Writing & Reporting 3 Credits**

This course introduces students to the basic characteristics of writing for print, radio, television, the Internet and film. Students examine requirements for various kinds of formats and scripts including commercials, short and long form narratives, talk shows, news stories, features, documentaries, and interactive media. Prerequisites: CMMA 200, Basic News Writing and Reporting and CMMA 201, Survey of Media and Society.

## **CMMA 301 News Editing I 3 Credits**

A practical course that uses simulated news copy and wire service stories to give students training in theory and practice of copy editing, headline writing, page design, and picture sizing and cropping. This class is designed to develop students' critical-thinking, and professional skills that are basic to an editor's job: grammar, spelling, punctuation, and style; content, editing, ethics; libel; inflammatory language; editing with speed and accuracy, etc. Prerequisite: CMMA 203, Multimedia Writing, Reporting and Storytelling.

## **CMMA 302 News Editing II 3 Credits**

This laboratory course combines theory with hands-on production activities. Students are required to produce a prototype of a newspaper or magazine. Students will follow through with skills refined in CMMA 301, News Editing I, but acquiring a solid grounding and learning layout and design and digital photography. Prerequisite: CMMA 301, News Editing I.

## **CMMA 305 Afr Amer Images in the Media 3 Credits**

This course will explore the characterization and interpretation of the image of African-Americans in film and television and attempts to qualify their value as a catalyst for social, political, and cultural change. This course will also assess the dynamics of basic thought propagated through negative imagery in films, television, and other media. Prerequisite: CMMA 203, Multimedia Writing, Reporting and Storytelling and CMMA 201, Survey of Media and Society.

## **CMMA 306 History & Criticism of Film 3 Credits**

Historic and aesthetic contributions of famous films, filmmakers and film critics examined. Particular subjects include the psychological effects of editing techniques and Russian and French cinema. There is a special emphasis on African- American and Third-World films. Prerequisites: CMMA 203, Multimedia Writing, Reporting and Storytelling and CMMA 201, Survey of Media and Society.

## **CMMA 307 PR Principles,Practice,Theory 3 Credits**

An introductory concept course that surveys the principles, theories, strategies, techniques and practices of the public relations profession. Prerequisites: Multimedia Writing, Reporting and Storytelling and CMMA 201, Survey of Media and Society; Permission of Instructor.

## **CMMA 308 Introduction to Radio/TV/Film 3 Credits**

This course will familiarize students with the organizations, equipment and terminologies typically utilized in radio, television, and film. Operational procedures, FCC regulations, and styles of writing applicable to broadcasting and film are introduced. Prerequisites: CMMA 203, Multimedia Writing, Reporting and Storytelling and CMMA 201, Survey of Media and Society.

## **CMMA 310 Public Opinion & Propaganda 3 Credits**

This course is an introduction to the nature of public opinion and propaganda from an historical perspective that spans cultures and contemporary world societies. Emphasis is placed on the use and abuse of persuasive communication techniques and the economic, political, social, and cultural interrelationships which determine the role of mass media in human affairs. Prerequisites: CMMA 203, Multimedia Writing, Reporting and Storytelling and CMMA 201, Survey of Media and Society.

## **CMMA 313 Photojournalism 3 Credits**

This course emphasizes communicative effects of pictures and proper selection and display of photographs. Students must supply their own 35mm cameras. Prerequisites: CMMA 201, Survey of Media and Society and CMMA 203, Multimedia Writing, Reporting and Storytelling.

## **CMMA 315 Mass Communication Research 3 Credits**

An introduction to quantitative and qualitative research methods and procedures used to study issues and problems in mass communications. This course covers sampling, research design, observation and measurement, statistics, data analysis, documentation/reporting formats, and execution strategies/tools. Prerequisites: CMMA 200, Basic News Writing and Reporting; CMMA 201, Survey of Media and Society; Permission of Instructor.

## **CMMA 318 PR Media Dev & Copy Editing 3 Credits**

Covers public relations techniques for the dissemination of messages to multiple groups across internal and external organizational print, electronic, and audiovisual media. This course focuses on practical skills for editing copy and implementing media strategies. Prerequisite: CMMA 203, Multimedia Writing, Reporting and Storytelling and CMMA 307, Public Relations Principles, Practices and Theory.

## **CMMA 327 History & Dev of Radio & TV 3 Credits**

This course traces the growth and early development of radio and television from the earliest technological innovations to modern day. Lectures and discussions review how programming, social trends, and technology interplay to impact society. Prerequisite: CMMA 308, Introduction to Radio-Television-Film.

## **CMMA 331 International Journalism 3 Credits**

This course studies the foreign media and provides instruction in techniques and skills needed to write for foreign and/or international organizations. Prerequisites: CMMA 201, Survey of Media and Society and CMMA 203, Multimedia Writing, Reporting and Storytelling.

## **CMMA 334 Broadcast Journalism & Editing 3 Credits**

This lecture-laboratory course is oriented to radio and television broadcasting. Emphasis is on gathering, analyzing, writing, editing and presenting news. Studio and on-location tapings are required. Prerequisite: CMMA 308, Introduction to Radio-Television-Film.

**CMMA 338 Media Advertising & Sales 3 Credits**

This introductory course surveys the basic processes, strategies, and techniques for producing, selling, and evaluating advertising. Emphasis is placed on consumer and marketing research, media advertising, campaigns, marketing plans, media ratings, audience analysis, and media buying plans. Prerequisites: CMMA 203, Multimedia Writing, Reporting and Storytelling and CMMA 201, Survey of Media and Society; Permission of Instructor.

**CMMA 348 Fundamentals of TV Production 3 Credits**

Designed to introduce students to basic principles of effective studio and location production. The student will be taught operation of selected production equipment and how to make creative and aesthetic decisions regarding programming. Prerequisite: Introduction to Radio-Television-Film. Second semester.

**CMMA 348F Fund of Film Production 3 Credits**

Designed to introduce students to basic principles of effective studio and location production. The student will be taught operation of selected production equipment and how to make creative and aesthetic decisions regarding programming. Prerequisite: CMMA 308, Introduction to Radio-Television-Film.

**CMMA 348R Fund of Radio Production 3 Credits**

Designed to introduce students to basic principles of effective studio and location production. The student will be taught operation of selected production equipment and how to make creative and aesthetic decisions regarding programming. Prerequisite: CMMA 308, Introduction to Radio-Television-Film.

**CMMA 348T Fund of Video Production 3 Credits**

Designed to introduce students to basic principles of effective studio and location production. The student will be taught operation of selected production equipment and how to make creative and aesthetic decisions regarding programming. Prerequisite: CMMA 308, Introduction to Radio-Television-Film.

**CMMA 350 Interpretative Reporting 3 Credits**

An advanced writing course which focuses on developing the student's analytical skills and news writing skills for coverage of such governmental bodies as the schools, courts, and city, county, and state agencies. Students will be assigned to cover actual news events and be given instruction in how to analyze the cause of news events through interviewing and the persistent searching of records. Students will be required to publish articles in an approved periodical. Prerequisites: CMMA 201, Survey of Media and Society; CMMA 301, News Editing I.

**CMMA 352 Feature Writing 3 Credits**

A lecture and laboratory course which focuses on developing skills in researching, organizing, and writing all types of feature stories for newspapers and magazines. Students are required to publish articles in an approved periodical. Prerequisites: CMMA 301, News Editing I; CMMA 201, Survey of Media and Society.

**CMMA 361 Newspaper Production 3 Credits**

This course offers a thorough understanding of principles and skills involved in producing a newspaper or magazine. It combines theory with production activities. Students will be taught the organization of a newspaper and its functions as well as headline writing, copy editing, and layout and design. Prerequisites: CMMA 201, Survey of Media and Society; CMMA 301, News Editing I.

**CMMA 418 PR Research & Evaluation 3 Credits**

This course is designed to help students develop the essential research and analytical skills for the planning, execution and evaluation of action programs that address communication problems and issues faced by organizations and institutions. Prerequisites: Multimedia Writing, Reporting and Storytelling, PR Principles, Practices and Theory; Mass Communication Research. Either semester.

**CMMA 422 Philosophy & Ethics Mass Comm 3 Credits**

This course is based on the philosophical assumptions embodied in mass communications systems around the world. A lecture-discussion method is used. Prerequisites: CMMA 201, Survey of Media and Society and CMMA 203, Multimedia Writing, Reporting and Storytelling.

**CMMA 425 Communication Law 3 Credits**

Study of various laws affecting American media. Concepts of freedom of speech and press, specific laws and alternative interpretations of those laws, federal regulatory agencies' rights in news and advertising, libel, slander, copyrights, and invasion of privacy. Prerequisites: CMMA 201, Survey of Media and Society and CMMA 203, Multimedia Writing, Reporting and Storytelling.

**CMMA 462 Media Arts & Design 3 Credits**

This course offers students an opportunity to develop basic desktop publishing skills in page design, layout, and other graphic elements necessary for public relations and advertising campaigns. Prerequisite: CMMA 318: Public Relations Media Development and Copy Editing.

**CMMA 475 Radio Prog and Production I 3 Credits**

Organization and operation of commercial and noncommercial radio stations inclusive of staffing, formats, promotion, and programming. The student receives training as a producer, performer and writer. Prerequisites: CMMA 334, Broadcast Journalism and Editing and CMMA 348-R/TV/F, Fundamentals of Video/Radio/Film Production.

**CMMA 476 Radio Prog & Production II 3 Credits**

Organization and operation of commercial and noncommercial radio stations inclusive of staffing, formats, promotion, and programming. The student receives training as a producer, performer and writer. Prerequisite: CMMA 475, Radio Programming and Production I.

**CMMA 477 Video Producing & Directing I 3 Credits**

This course is designed to prepare students for broadcast editing using linear and non-linear systems. Students will be introduced to standard editing procedures: transition and editing strategies; audio editing, narration, music and sound effects in producing effective TV programs and news. Prerequisites: CMMA 201, Survey of Media and Society and CMMA 348-R/TV/F, Fundamentals of Video Production.

**CMMA 478 Video Producing & Directing II 3 Credits**

This course provides hands-on experience in producing, directing, and editing. Students are required to utilize production skills by producing special projects and cable television productions. Prerequisites: CMMA 477, Video Producing and Directing I.

**CMMA 479 Cinematography I 3 Credits**

Beginning filmmaking courses with emphasis on use of basic motion picture cameras, editing techniques and script preparation. Cinematography II students utilize knowledge gained in Cinematography I. Special emphasis is placed on 16mm-film production with the completion of a short film as a course requirement. Prerequisites: CMMA 306, History and Criticism of Film, and CMMA 348-R/TV/F, Fundamentals of Video/Radio/Film Production.

**CMMA 480 Cinematography II 3 Credits**

Beginning filmmaking courses with emphasis on use of basic motion picture cameras, editing techniques and script preparation. Cinematography II students utilize knowledge gained in Cinematography I. Special emphasis is placed on 16mm-film production with the completion of a short film as a course requirement. Prerequisites: CMMA 306, History and Criticism of Film, and CMMA 348-R/TV/F, Fundamentals of Video/Radio/Film Production.

**CMMA 485 Public Relations Campaigns 3 Credits**

In this seminar, students analyze contemporary issues and problems faced by public relations professionals. Students develop special public relations campaigns for social "cause" organizations, and acquire entry-level professional skills in public relations through practical experience. Prerequisites: CMMA 318: Public Relations Media Development and Copy Editing; CMMA 418PR, Public Relations Research and Evaluation.

**CMMA 487 Media Arts Studies 3 Credits**

The Screenwriting course will provide a basic understanding of story structure and dramatic paradigms essential in the production of film and television formats. Students will examine the elements of screenwriting for both film and television with an emphasis on character development, plot construction, scene development, narrative structure and dialogue. Prerequisite: CMMA 203 or Permission of Instructor. >>>>> The Hip Hop Cinema course will provide a strong foundation in the history and development of hip-hop cinema. Major films, directors, and movements are studied in their historical, social, and cultural context, with a particular focus on the aesthetics of visual language and cinematic techniques. Films, directors and movements will be representative of Global black populations including the U.S., Caribbean, Europe, Brazil and Africa. >>>>> The Digital Lighting course is designed to provide training in the art of lighting in the Motion Picture arena. These experiential exercises shall include the development of understanding the new challenges presented with Digital image gathering devices. As example the Canon D5, and T3i, as well as digital recording devices such as iPhones, iPads and DVX 200 using the P2 cards. Typical studio lighting is based on a system which calls for 3200K (Kelvin) light source. With digital environments light sources can sufficiently be in the 400 watt range and in some cases lower. Understanding and the utilization of proper lighting is as important as a good script in the art of storytelling. >>>>> The Paris Study Abroad course examines the political, cultural, and social influences that have impacted the portrayals of people of African Diaspora in French media and the emergence of Black French cinema as a response to the anti-Blackness in French cinema. The course combines history and practice. It is a film research seminar and film production practicum course that provides hands-on instruction, lectures, travel abroad, screenings, readings, and class discussion in preparation for student-produced films that represent the Black experience in France. >>>>> The Sports Communication course is designed to provide students with an introduction to the study, analysis, and exploration of the role of communication in contemporary sports. By examining various roles (public relations, radio, television, and film) within the realm of sports communication, students will develop conceptual and strategic understanding of the business of sports communication.

**CMMA 488 Directed Study 3-6 Credits**

A project designed by the student and a radio-television-film faculty member who agrees to work with the student to meet specific and individual needs. Directed study requires extensive reading and written work from the student. Prerequisites: Senior status and permission of the Department Chairperson.

**CMMA 489 Internship 1-3 Credits**

Part-time placement in professional media facilities in Atlanta and other cities. Emphasis is on learning overall business structure and developing skills for entry-level decision-making positions. Prerequisites: Senior status and permission of the Instructor.

**CMMA 489P Internship 3 Credits**

Part-time placement in professional media facilities in Atlanta and other cities. Emphasis on learning overall business structure and developing skills for entry-level decision-making positions. Prerequisites: Senior status in major and permission of Instructor. Either semester.

**CMMA 490 Media Seminar 3 Credits**

This course for graduating seniors provides students with an opportunity to apply theories and techniques to practical experiences in their areas of concentration. It is a research seminar. Seniors must successfully complete an approved final project that will be presented both orally and in writing to be evaluated by a panel of faculty and industry professionals. In consultation with their advisers, students may select a topic for their research during the first semester. Research projects should reflect the career or academic interests of the students. Prerequisite: Graduating senior.

**CMMA 490FM Media Semina: Film 3 Credits****CMMA 490J0 Media Seminar:Journalism 3 Credits****CMMA 490PR Media Sem:Public Relations 3 Credits****CMMA 490RA Media Seminar: Radio 3 Credits****CMMA 490VI Media Seminar: Video 3 Credits**