

# DIGITAL MEDIA AND JOURNALISM (DMJ)

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## **DMJ101. Media and Society. 3 Credits.**

Introduction to the history, content, economics, regulation and effects of the major American mass media (books, newspapers, magazines, film, radio, sound recordings and television) and new media, including the Internet.

## **DMJ203. Radio-Television Performance. 3 Credits.**

Theory and practice of performance using the technology of radio and television, including announcing, interviewing, newscasting, and discussion.

## **DMJ205. Introduction to Media Criticism. 3 Credits.**

Various introductory approaches to studying the media from critical and theoretical perspectives. We will study different ways of seeing, reading, speaking, writing and viewing content distributed via film, television, and the web.

## **DMJ210. Investigating Journalism. 3 Credits.**

Students will learn to explain the philosophical and historical foundations of the First Amendment, identify the genres of American Journalism and the different purposes, contrast the American media system with others from around the globe, and critique the current state of the journalism profession and its part in the American cultural fabric.

## **DMJ215. Digital Storytelling. 4 Credits.**

Beginning level, overview course of media creation through videography, audio recording, and multi-media production for the web. The topics covered include media industry perspectives, entertainment journalism, and aesthetics for digital media.

## **DMJ221. Introduction to Advertising. 3 Credits.**

Principles, practices, and theories of modern advertising communication ranging from planning and execution to research and social effects.

## **DMJ224. Introduction to Media Programming and Management. 3 Credits.**

Principles, functions, and elements of media programming and management. Emphasis on broadcast, cable, and digital media. Analysis of traditional media business models and emerging programming and distribution models; law and regulation; marketing communications; audience research.

## **DMJ230. Journalism I. 4 Credits.**

An introduction to the evaluation, gathering, and writing of multimedia news. Students write both "hard" or "breaking" new stories and feature or human interest stories for print and the Web. Basic techniques in writing and reporting for print and digital media are covered.

## **DMJ293. Digital Media/Journalism Selected Topics. 3-12 Credits.**

Selected topic course descriptions may change from semester to semester.

## **DMJ295. Independent Study Digital Media/Journalism. 1-12 Credits.**

## **DMJ300. Photo Journalism I. 3 Credits.**

Designed for the student who wants to develop the discipline and skills required for effective photojournalism. Individual photography assignments and projects will be coupled with discussions and critiques. Camera required.

## **DMJ305. Being Digital. 3 Credits.**

Explores the ramifications of the spread of digital media for cognitive development, identity formation, political and cultural processes, and the professions. Students will leave the course with a deeper understanding of the effects of technology in personal, professional, and community life.

## **DMJ312. Multimedia Copy Editing and Layout. 3 Credits.**

Practical course in journalistic editing and design, with emphasis on producing publication-ready work for multimedia.

## **DMJ313. Public Affairs Reporting. 3 Credits.**

A course to develop the skills of newspaper reporting on government, on local, county, and state levels. Provides the opportunity to observe and report on legislative bodies and committees, school boards, police, and the court system.

## **DMJ314. Feature Writing. 4 Credits.**

Practice in writing non-fiction for publication.

## **DMJ319. Writing for Digital Media. 3 Credits.**

Theory and practice in copywriting, electronic journalism, and drama for TV, film, and the web. Includes commercials, program promotions, screenplay, television series writing, and viral marketing campaigns.

## **DMJ320. Audio Production. 4 Credits.**

Lecture and practical application of techniques and procedures in audio production for radio and audio for video, including recording formats, audio consoles, microphones, and digital sound editing.

## **DMJ321. Milestones in Documentary. 3 Credits.**

A critical and aesthetic reading of key documentaries, and their role of inquiry and expression. The cultural contexts of each documentary, and what the documentary can tell us about the social issues of the period, will be examined through critical theory.

## **DMJ323. Digital Media Content and Technology. 3 Credits.**

Theories, historical contexts, and current practices of information and communication technologies including the Web and social media; critical understanding of the cultural impact of these media; development and distribution of digital content.

## **DMJ328. Arts Writing. 3 Credits.**

By reading the works of arts critics, experiencing arts performances, and writing reviews and features, students will develop the skills for critiquing, reporting, profiling and analyzing the arts - including music, fine art, theater, and dance.

## **DMJ331. History of American TV. 3 Credits.**

Focuses on the political, economic, social and cultural forces that influenced the evolution and development of American television, as well as contemporary trends and issues.

## **DMJ332. Journalism II. 4 Credits.**

Advanced reporting course in gathering and writing the news for multimedia. Specialized types of reporting are covered, including coverage of speeches, press conferences and meetings; police and court events; human and social services; government bureaucracies and the environment.

## **DMJ333. Radio Journalism. 3 Credits.**

Focus will be on developing skills for radio news reporting, including writing, field recording, interviewing, audio production and editing, including podcasting and other forms of audio for online news and digital media.

## **DMJ334. The Literature of Journalism. 3 Credits.**

An inquiry into the link between literary and journalistic forms of writing, especially in the twentieth century.

**DMJ339. Electronic Media Law & Regulations. 3 Credits.**

Introduction to the legal and regulatory concerns of the electronic media. Topics include F.C.C. and other government regulatory agencies, public interest, copyright, indecency, professional organizations and self-regulation.

**DMJ340. TV Studio Production. 4 Credits.**

Creative approaches and techniques of television production, emphasizing studio lighting, camera movement, directing and technical directing. Analysis, discussion, and practice in aesthetics and content quality. May be taken under special circumstances without the prerequisite, but with the permission of the instructor.

**DMJ343. Aesthetics and Criticism of Television and Web Video. 3 Credits.**

Analysis of major critical communication theories as they apply to television programming and web video.

**DMJ347. Media Ethics. 4 Credits.**

Examines the broad range of ethical dilemmas faced by journalists in gathering and writing the news. Topics include conflicts of interest, business pressures, reporter-source relationships, invasion of privacy, and objectivity. Uses case-study approach.

**DMJ350. Media Research Methods. 4 Credits.**

Theory design, and analysis of research in mass media. Includes coverage of surveys, ratings, statistics, reporting, and computer usage.

**DMJ388. Introduction to Digital Animation and Visual Effects. 3 Credits.**

Students focus on the craft and artistry of digital animation, motion graphics, digital compositing, and basic visual effects using the Adobe Creative Cloud platform, After Effects in particular. Integration with non-linear editing platforms and full post-production workflows are explored during the creation of work for the class.

**DMJ390. 90 Minutes to Die: Film Noir. 4 Credits.**

Investigate the rise of noir films in Hollywood, while also looking at how these films continue to influence present films, television and VOD programs. The focus will be on the story, aesthetics, and darkness present in the genre, which continues to investigate storytelling's dark spaces.

**DMJ391. Screenwriting. 3 Credits.**

Essential steps for creating screenplays for film and television. Visual thinking, critical analysis, character, plot, structure, dialogue, and rewriting to create treatments and scripts.

**DMJ393. Digital Media/Journalism Selected Topic. 1-12 Credits.**

**DMJ399. Modular Course. 1-12 Credits.**

**DMJ431. Advertising Sales. 3 Credits.**

Theory, research, and practice of media advertising sales and promotion. Analysis and development of sales presentations and electronic media marketing campaigns. Special attention to marketing research, ratings, and circulation.

**DMJ432. The Impacts of Television and Digital Culture. 4 Credits.**

Survey of research, concepts and problems associated with television viewing and digital media consumption. Interaction of media effects with uses and gratifications and construction of meaning.

**DMJ434. Global Media. 3 Credits.**

An examination of the media systems of other countries, with special emphasis on the effects geo-political and cultural forces have on the development of specific mass communication channels throughout the world.

**DMJ440. Field Production. 4 Credits.**

Creative and technical approaches in field production for digital video and post-production editing. Includes discussion and practice of preproduction planning for location work, technology and use of equipment, production aesthetics, and related business/legal considerations.

**DMJ444. Digital Media Convergence. 3 Credits.**

Covers recent trends in digital media convergence, including content and technologies, and business trends including media regulation and legal issues. Develop business proposals, presentations, and prototypes of content portals or micro-networks for targeted, niche audiences.

**DMJ445. Seminar in Digital Filmmaking. 4 Credits.**

Emphasis on documentary and short narrative film creation for capstone experience.

**DMJ452. Mass Media Law. 3 Credits.**

Designed to introduce issues relating to the free speech guarantees of the First Amendment to the Constitution. It focuses on interpretations of the First Amendment, functions of free speech in a democracy, and Supreme Court decisions relating to regulation of print and electronic media.

**DMJ453. Multimedia Editing and Publishing: The Little Rebellion. 4 Credits.**

Multimedia Editing & Publishing will train you in editing and e-publishing. Skills include macro editing, micro editing, and online publishing. You will learn to edit copy errors using AP style; collaborate with editors and writers; and produce editorial content for the web, using basic design principles, new media tools, and digital storytelling techniques.

**DMJ454. Muckraking Journalism. 3 Credits.**

A history and analysis of investigative reporting from the turn of the century, when it was known as muckraking journalism, to the 1960's and 1970's, when it flourished again.

**DMJ458. Capstone Seminar in Multimedia Reporting. 4 Credits.**

The Capstone Seminar in Multimedia Reporting will first focus on developing the freelance reporting skills necessary in a changing journalism landscape: developing ideas, pitching stories to publications, and working independently as a reporter. Students will then use these skills to develop and execute an independent, in-depth, long-form reporting project featuring a blend of print, multimedia, data visualization, and other elements, displayed on a digital platform.

**DMJ461. Legislative Gazette. 1-12 Credits.**

Students work as reporters with the Legislative Gazette, an online newspaper published in Albany that covers the state legislature and state government. It operates in both fall and spring semesters.

**DMJ464. The Press in America. 3 Credits.**

The news media's impact on American society. Contemporary issues involving press freedom and control. Development of American journalism from pre-revolutionary times to the present.

**DMJ468. Photojournalism 1. 3 Credits.**

Designed for the student who wants to develop the discipline and skills required for effective photojournalism. Individual photography assignments and projects will be coupled with discussions and critiques. Camera required.

**DMJ469. Photo Journalism 2. 3 Credits.**

Emphasis on a single project upon which to base an in-depth photographic account.

**DMJ470. Ottawa Seminar. 1-4 Credits.**

Nationally known visiting journalists use their expertise and experience to teach students about the problems and issues that face reporters and the press. Professors have included foreign correspondents, literary journalists, and high-ranking editors.

**DMJ475. Picture Culture. 4 Credits.**

Examines the roles that still photography plays in print and broadcast news and in social media; qualities intrinsic to the photograph; how the mass media makes use of these qualities to position photographs as incontrovertible evidence.

**DMJ490. Internship in Digital Media/Journalism. 1-12 Credits.**

Internship in electronic media, advertising or journalism. Satisfactory/Fail.

**DMJ491. Internship Seminar. 1 Credit.**

The analytical component to internship experience. Students produce daily logs, professional article reviews, and a final project with accompanying analysis. Required corequisite for DMJ internship or Legislative Gazette.

**DMJ493. Digital Media/Journalism Selected Topics. 1-12 Credits.**

Selected topic course descriptions may change from semester to semester. Please consult the Schedule of Classes for more information regarding this course.

**DMJ494. Fieldwork Digital Media/Journalism. 1-12 Credits.**

**DMJ495. Indep Study Digital Media/Journalism. 1-12 Credits.**

**DMJ499. Digital Media/Journalism Modular Course. 1-12 Credits.**