DIGITAL MEDIA AND JOURNALISM (DMJ)

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.
Restrictions:
  • Must have the following level: Undergraduate

DMJ203. Radio-Television Performance. 3 Credits.
Theory and practice of performance using the technology of radio and television, including announcing, interviewing, newscasting, and discussion.
Restrictions:
  • Must have the following level: Undergraduate

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.
Restrictions:
  • Must have the following level: Undergraduate

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.
Prerequisites:
  • ENG 180 with a minimum grade of C- or ENG 170 with a minimum grade of C- or ENG 206 with a minimum grade of C- or ENG 207 with a minimum grade of C-
Restrictions:
  • Must have the following level: Undergraduate

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.
Restrictions:
  • Must have the following level: Undergraduate

DMJ221. Introduction to Advertising. 3 Credits.
Principles, practices, and theories of modern advertising communication ranging from planning and execution to research and social effects.
Prerequisites:
  • (CMM 101 with a minimum grade of C- or DMJ 101 with a minimum grade of C-) or (CMM 205 with a minimum grade of C- or DMJ 205 with a minimum grade of C-)
Restrictions:
  • Must have the following level: Undergraduate

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.
Prerequisites:
  • (CMM 101 with a minimum grade of C- or DMJ 101 with a minimum grade of C-) or (CMM 205 with a minimum grade of C- or DMJ 205 with a minimum grade of C-)
Restrictions:
  • Must have the following level: Undergraduate

DMJ230. Journalism 1. 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.
Prerequisites:
  • (ENG 180 with a minimum grade of C- or ENG 206 with a minimum grade of C- or ENG 170 with a minimum grade of C- or ENG 207 with a minimum grade of C-) and (DMJ 210 (may be taken concurrently) with a minimum grade of C- or DMJ 464 with a minimum grade of C-)
Restrictions:
  • Must have the following level: Undergraduate

DMJ293. Digital Media/Journalism Selected Topics. 3-12 Credits.
Selected topics courses are regularly scheduled courses that focus on a particular topic of interest. Descriptions are printed in the Schedule of Classes each semester. Selected topics courses may be used as elective credit and may be repeated for credit, provided that the topic of the course changes.
Restrictions:
  • Must have the following level: Undergraduate
DMJ295. Independent Study Digital Media/Journalism. 1-12 Credits.

DMJ300. Photojournalism 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.

Restrictions:
- Must have the following level: Undergraduate

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.

Restrictions:
- Must have the following level: Undergraduate

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.

Prerequisites:
- JRN 230 with a minimum grade of C- or DMJ 230 with a minimum grade of C-

Restrictions:
- Must have the following level: Undergraduate
- Must have the following field(s) of study (major, minor or concentration):
  - Journalism (JRN)
  - Journalism (523)

DMJ314. Feature Writing. 4 Credits.
Practice in writing non-fiction for publication.

Prerequisites:
- JRN 230 with a minimum grade of C- or DMJ 230 with a minimum grade of C-

Restrictions:
- Must have the following level: Undergraduate
- Must have the following field(s) of study (major, minor or concentration):
  - Journalism (JRN)
  - Public Relations (523P)
  - Public Relations (505R)
  - Journalism (523)
  - Film and Video Studies (FVS)
  - Digital Media Production (551)
  - Digital Media Management (552)
  - Communication Media (506)

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.

Prerequisites:
- (CMM 101 with a minimum grade of C- or DMJ 101 with a minimum grade of C-) and (ENG 180 with a minimum grade of C- or ENG 206 with a minimum grade of C- or ENG 207 with a minimum grade of C-)

Restrictions:
- Must have the following level: Undergraduate
- Must have the following field(s) of study (major, minor or concentration):
  - Journalism (523)
  - Film and Video Studies (FVS)
  - Digital Media Production (551)
  - Digital Media Management (552)
  - Public Relations (505R)
  - Public Relations (523P)

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.

Prerequisites:
- (DMJ 101 with a minimum grade of C- or CMM 101 with a minimum grade of C-) and (DMJ 215 with a minimum grade of C- or CMM 215 with a minimum grade of C-)

Restrictions:
- Must have the following level: Undergraduate
- Must have the following field(s) of study (major, minor or concentration):
  - Digital Media Production (551)
  - Digital Media Management (552)
  - Communication Media (506)

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.

Prerequisites:
- ENG 180 with a minimum grade of C- or ENG 170 with a minimum grade of C- or ENG 206 with a minimum grade of C- or ENG 207 with a minimum grade of C-

Restrictions:
- Must have the following level: Undergraduate
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.
Prerequisites:
• (CMM 224 with a minimum grade of C- or DMJ 224 with a minimum grade of C-) and (CMM 101 with a minimum grade of C- or DMJ 101 with a minimum grade of C-)
Restrictions:
• Must have the following level: Undergraduate

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.
Prerequisites:
• (ENG 180 with a minimum grade of C- or ENG 206 with a minimum grade of C- or ENG 170 with a minimum grade of C- or ENG 207 with a minimum grade of C-) and (JRN 230 with a minimum grade of C- or DMJ 230 with a minimum grade of C-)
Restrictions:
• Must have the following level: Undergraduate

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.
Prerequisites:
• (CMM 101 with a minimum grade of C- or DMJ 101 with a minimum grade of C-) and (CMM 205 with a minimum grade of C- or DMJ 205 with a minimum grade of C-)
Restrictions:
• Must have the following level: Undergraduate

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.
Prerequisites:
• (JRN 230 with a minimum grade of C- or DMJ 230 with a minimum grade of C-)
Restrictions:
• Must have the following level: Undergraduate

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.
Prerequisites:
• (JRN 230 with a minimum grade of C- or DMJ 230 with a minimum grade of C-) or (DMJ 319 with a minimum grade of C- or CMM 319 with a minimum grade of C-)
Restrictions:
• Must have the following level: Undergraduate

DMJ334. The Literature of Journalism. 3 Credits.
An inquiry into the link between literary and journalistic forms of writing, especially in the twentieth century.
Prerequisites:
• JRN 230 with a minimum grade of C- or DMJ 230 with a minimum grade of C-
Restrictions:
• Must have the following level: Undergraduate

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.
Prerequisites:
• (CMM 319 with a minimum grade of C- or DMJ 319 with a minimum grade of C-) and (CMM 215 with a minimum grade of C- or DMJ 215 with a minimum grade of C-)
Restrictions:
• Must have the following level: Undergraduate
• Must have the following field(s) of study (major, minor or concentration): Digital Media Production (551)

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.
Prerequisites:
• ENG 180 with a minimum grade of C- or ENG 170 with a minimum grade of C- or ENG 206 with a minimum grade of C- or ENG 207 with a minimum grade of C-
Restrictions:
• Must have the following level: Undergraduate
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.
Restrictions:
• Must have the following level: Undergraduate
• Must have the following field(s) of study (major, minor or concentration):
  • Journalism (523)
  • Journalism (JRN)
  • Digital Media Management (552)
  • Communication (CMM)
  • Public Relations (505R)
  • Digital Media Production (551)

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.
Prerequisites:
• (CMM 221 with a minimum grade of C- or DMJ 221 with a minimum grade of C-) and (CMM 224 with a minimum grade of C- or DMJ 224 with a minimum grade of C-) and BUS 325 with a minimum grade of C-
Restrictions:
• Must have the following level: Undergraduate
• Must have the following field(s) of study (major, minor or concentration):
  • Digital Media Management (552)
  • Journalism (523)
  • Communication (CMM)
  • Communication Studies (505)
  • Digital Media Production (551)

DMJ388. Introduction to Digital Animation and Visual Effects. 3 Credits.
Students focus on the craft and artistry of digital animation, motion graphics, digital composting, 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.
Prerequisites:
• DMJ 340 with a minimum grade of C-

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.
Prerequisites:
• ENG 180 with a minimum grade of D-
Restrictions:
• Must have the following field(s) of study (major, minor or concentration):
  • Digital Media Management (552)
  • Film and Video Studies (FVS)
  • Digital Media Production (551)

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.
Restrictions:
• Must have the following level: Undergraduate

DMJ393. Digital Media/Journalism Selected Topic. 1-12 Credits.
Selected topics courses are regularly scheduled courses that focus on a particular topic of interest. Descriptions are printed in the Schedule of Classes each semester. Selected topics courses may be used as elective credit and may be repeated for credit, provided that the topic of the course changes.
Restrictions:
• Must have the following level: Undergraduate

DMJ399. Modular Course. 1-12 Credits.
Restrictions:
• Must have the following level: Undergraduate

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.
Prerequisites:
• CMM 221 with a minimum grade of C- or DMJ 221 with a minimum grade of C-
Restrictions:
• Must have the following level: Undergraduate
• Must have the following field(s) of study (major, minor or concentration):
  • Communication Media (506)
  • Journalism (523)
  • Communication Studies (505)

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.
Prerequisites:
• (ENG 180 with a minimum grade of C- or ENG 206 with a minimum grade of C- or ENG 170 with a minimum grade of C- or ENG 207 with a minimum grade of C-) and (CMM 101 with a minimum grade of C- or CMM 205 with a minimum grade of C- or CMM 205 with a minimum grade of C- or DMJ 101 with a minimum grade of C- or DMJ 205 with a minimum grade of C-)
Restrictions:
• Must have the following level: Undergraduate
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.

Prerequisites:
- (CMM 101 with a minimum grade of C- or DMJ 101 with a minimum grade of C-) and (CMM 224 with a minimum grade of C- or DMJ 224 with a minimum grade of C-)

Restrictions:
- Must have the following level: Undergraduate

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.

Prerequisites:
- (DMJ 319 with a minimum grade of C- or CMM 319 with a minimum grade of C-) and (DMJ 320 with a minimum grade of C- or CMM 320 with a minimum grade of C-) and (DMJ 340 with a minimum grade of C- or CMM 340 with a minimum grade of C-)

Restrictions:
- Must have the following level: Undergraduate
- Must have the following field(s) of study (major, minor or concentration): Digital Media Production (551)

DMJ444. Digital Media Convergence. 4 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.

Prerequisites:
- (CMM 224 with a minimum grade of C- or DMJ 224 with a minimum grade of C-) and (CMM 215 with a minimum grade of C- or DMJ 215 with a minimum grade of C-) and (CMM 323 with a minimum grade of C- or DMJ 323 with a minimum grade of C-)

Restrictions:
- Must have the following level: Undergraduate
- Must have the following field(s) of study (major, minor or concentration): Digital Media Management (552)

DMJ445. Seminar in Digital Filmmaking. 4 Credits.
Emphasis on documentary and short narrative film creation for capstone experience.

Prerequisites:
- CMM 440 with a minimum grade of C- or DMJ 440 with a minimum grade of C-

Restrictions:
- Must have the following level: Undergraduate
- Must have the following field(s) of study (major, minor or concentration): Digital Media Production (551)

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.

Restrictions:
- Must have the following level: Undergraduate

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.

Prerequisites:
- DMJ 215 with a minimum grade of C- and DMJ 332 with a minimum grade of C-

Restrictions:
- Must have the following level: Undergraduate
- Must have the following field(s) of study (major, minor or concentration):
  - Journalism (JRN)
  - Journalism (523)

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.

Prerequisites:
- (DMJ 215 with a minimum grade of C- and DMJ 332 with a minimum grade of C-)

Restrictions:
- Must have the following level: Undergraduate
- Must have the following field(s) of study (major, minor or concentration): Journalism (523)
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.

Prerequisites:
- DMJ 491 (may be taken concurrently) with a minimum grade of C- or
- POL 485 (may be taken concurrently) with a minimum grade of C-

Restrictions:
- Must have the following level: Undergraduate
- Must have the following field(s) of study (major, minor or concentration):
  - Journalism (JRN)
  - Digital Media Production (551)
  - Digital Media Management (552)
  - Journalism (523)
  - Political Science (533)

DMJ469. Photo Journalism 2. 3 Credits.
Emphasis on a single project upon which to base an in-depth photographic account.

Prerequisites:
- JRN 468 with a minimum grade of C- or DMJ 468 with a minimum grade of C-

Restrictions:
- Must have the following level: Undergraduate

DMJ470. Ottaway 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.

Restrictions:
- Must have the following level: Undergraduate
- Must have the following field(s) of study (major, minor or concentration): Journalism (523)

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.

Prerequisites:
- ENG 180 with a minimum grade of C- or ENG 170 with a minimum grade of C- or ENG 206 with a minimum grade of C- or ENG 207 with a minimum grade of C-

DMJ490. Internship in Digital Media/Journalism. 1-12 Credits.
Internship in electronic media, advertising or journalism. Satisfactory/ Fail.

Prerequisites:
- DMJ 491 (may be taken concurrently) with a minimum grade of C-

Restrictions:
- Must have the following level: Undergraduate
- Must have the following field(s) of study (major, minor or concentration):
  - Journalism (JRN)
  - Digital Media Management (552)
  - Journalism (523)
  - Digital Media Production (551)

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.

Prerequisites:
- DMJ 490 (may be taken concurrently) with a minimum grade of C- or
- DMJ 461 (may be taken concurrently) with a minimum grade of C-

Restrictions:
- Must have the following level: Undergraduate

DMJ493. Digital Media/Journalism Selected Topics. 1-12 Credits.
Selected topics courses are regularly scheduled courses that focus on a particular topic of interest. Descriptions are printed in the Schedule of Classes each semester. Selected topics courses may be used as elective credit and may be repeated for credit, provided that the topic of the course changes.

Restrictions:
- Must have the following level: Undergraduate

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

Restrictions:
- Must have the following level: Undergraduate

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

Restrictions:
- Must have the following level: Undergraduate

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