

# Communication and Media Studies (BA, Minor)

## Course Descriptions

### ***CMS 1011 Layout & Design for Publications I (3 units)***

This course introduces students to content development and editing in two-dimensional animation with Flash®, sound editing, embedding of enriched media, and optimization strategies. Working in collaboration, students will research, conceptualize, write, design, edit, produce, launch, and manage an interactive Webzine with enriched media. Skills developed over this course are relevant to the pursuit of careers in publishing, advertising, design, marketing, and industry. \*\*Additional fee applies.\*\*

### ***CMS 1200 Public Speaking (3 units)***

Theory, practice, and evaluation of oral communication, with main emphasis on public speaking. Practice in selection, development, organization, and presentation of ideas in informative and persuasive discourse with attention to ethical responsibility. Communication in different interpersonal contexts: dyads, interviews, and exercises in listening and speaking. Gender, interracial, and cross-cultural communication patterns will be addressed.

### ***CMS 1500 Understanding Mass Media (3 units)***

Survey course designed to examine the role of print and electronic media in dissemination of information. This study reveals how a wide spectrum of media influences the culture. Topics include the role of mass media in manipulating political elections, freedom of speech, how media sways how one thinks, and the responsibility each individual has in filtering mass media.

### ***CMS 1502 Digital Media Convergence (3 units)***

Whether utilizing the internet, the microphone, the audio mixer, video cameras or instruments for blogging, or tweeting, students are coached to become proficient in the technology of today and of the future. Digital convergence rules in today's world of communication. It is the wave of now and of the future. How to get the message out to your designated receiver is the question answered in this course. Whether disseminating news, engaging in social interaction or work related communication, this course is meant to enhance one's affinity for and ability to utilize the technology needed. \*\*Additional fee applies.\*\*

### ***CMS 1521 Intro to Communication Theory (3 units)***

This course avails students of the basics of interpersonal communication from conflict resolution to the art of listening to the practice of knowing what to say in order to get what you want. The focus will be the use of the English language in a way that results in effective sending and receiving messages. The basic theories in communication will be reviewed and discussed in a way that enhances student abilities at sending and receiving messages. Students will relate the theories studied to their own personal life experience with an eye toward application in a way that results in advancing their skills in communication.

### ***CMS 1800 Cinema Production (3 units)***

This course provides experience in the principles of digital filmmaking. Students learn cinema techniques by doing video exercises and making short creative productions. \*\*Additional fee applies.\*\*

### ***CMS 1801 Screenwriting (3 units)***

This course presents an overview of the art and craft of screenwriting for feature-length fictional films. Students write a first draft screenplay, as well as an outline, pitch, synopsis, and cover letter. \*\*Additional fee applies.\*\*

### ***CMS 1810 Special Topics: Operating A Camera (1 unit)***

This course guides students in learning and practicing the aesthetic and technical aspects of digital video camera operation. Students will gain an in-depth understanding of the principles of composition, depth and movement.

### ***CMS 1820 Art of Film (3 units)***

This course provides a framework for understanding cinema as an art form by studying elements such as set design, color, camera composition and movement, lighting, editing, sound effects and music. Students analyze clips from feature films and create short video exercises. \*\*Additional fee applies.\*\*

### ***CMS 1830 Development of the Cinema (3 units)***

This course gives students an appreciation of the historical development of the cinema. Students view clips from significant films, learn the contributions of important directors, producers and stars, and study the evolution of the film industry and its impact on society.

### ***CMS 1850 Documentary Production (3 units)***

This course explores various forms and movements of documentary film, combining an historical survey of genre, an approach to clinical thinking about documentary, and an introduction to the production of documentary filmmaking. This course fulfills the GE/CA requirement. **\*\*Additional fee applies.\*\***

### ***CMS 2999 Independent Study (1-3 units)***

The privilege of independent study is possible for students who are prepared to undertake it based on student need or interest with approval of the Chair of the department, the instructor concerned, and the Dean of the School. The study must be in an area not covered by a regularly scheduled course. Course may be taken for 1-3 units. The maximum number of units that can be earned in one semester by independent study is 3; a total of up to six units of independent study may be applied to the degree.

### ***CMS 3011 Layout & Design For Publications II (3 units)***

This course builds on skill set introduced in CMS 1011. Working in collaboration, students will research, conceptualize, write, design, edit, produce, launch, and manage an interactive Webzine with enriched media. Skills developed over this course are relevant to the pursuit of careers in publishing, advertising, design, marketing, and industry. Students will work on content development and editing in two-dimensional animation with Flash®, sound editing, embedding of enriched media, and optimization strategies. **\*\*Additional fee applies.\*\***

### ***CMS 3012 Multimedia Publishing Platforms 1 (3 units)***

What defines an engaging, marketable web experience? How can web technologies be harnessed to create experiences of value for creator and visitor alike? This hands-on lab class takes students from planning stages to creating and publishing content on the web. In the first half of the semester students learn to design, build and manage an interactive personal website using Dreamweaver®, Photoshop® and Illustrator®, employing both HTML and CSS coding. In the second half of the semester students build on these skills to create their own Wordpress CMS driven blog to post and publish original stories, articles, or multimedia presentations. Prerequisite: CMS 1100.

### ***CMS 3013 Multimedia Publishing Platforms 2 (3 units)***

Print to Pad... The world of ink on paper is not dead, not by a long shot, but increasingly print publications are migrating to apps that run on iPads® or other e-Readers. In his class we plan, author, design, and build a publication for print employing industry standard desktop publishing programs using best practices. In the second half of the class, we edit and improve the publication, ready it for app development and publish it for the Apple® iPad® publishing platform enhancing the presentation with multimedia and interactivity. Projects in this class are collaborative and geared to create a single issue of a publication of high quality that showcases student talents, interests, passions and pursuits. Layout and Design, and Multimedia Journalism are prerequisites for this class. Prerequisites: CMS 1011, CMS 3422.

### ***CMS 3201 Environmental Communications (3 units)***

This course explores how culture and communication shape and are shaped by our relations with the natural world. We look critically at how cultural and communication processes and contexts produce perceptions of and practices toward nature. Field work is a key course component.

### ***CMS 3202 Environmental Advocacy (3 units)***

This course critically examines grassroots environmental, environmental justice and anti-environmental movements and US environmental policy. Students focus on how people communicate about environmental concerns and effect social change. To develop skills as advocates and critics student projects engage contemporary issues.

### ***CMS 3203 Effective Environmental Campaigns (3 units)***

"Green" and "sustainable" have become the mantra of the age. But what do they really mean in the context of effective, targeted communications that serve the interests of the public sector, clients, institutions or nations? This class provides valuable background and practical experience in creating and delivering messages that generate public or media interest, drive or change policy, and have the power to convince or provoke. The skills and knowledge gained in this class are used daily by millions in communications careers in diverse industries. Practice exercises and team as well as individual projects are designed to provide students with in depth experience in best practices for PR, Social Media and Marketing. This class is designed to enhance the resume and open doors for professional careers.

### ***CMS 3250 Environmental Documentary Production (3 units)***

This course explores the current explosion of environmental documentary filmmaking, including the emerging marketplace, critical perspectives, and the steps involved in producing documentaries. Students in this course will produce a short environmental documentary video. \*\*Additional fee applies.\*\*

### ***CMS 3301 Music Business & Promotions (3 units)***

Students explore various aspects of the recording industry and the relationship/interplay between music production and music promotion. Various recordings are used as historical earmarks of style and movement within the music industry and the role those pieces played historically.

### ***CMS 3322 Internet Radio I (2 units)***

Study of the history and present state of the radio industry and practice of the skills required for professional broadcasting. Students write broadcast news scripts and study the use of the microphone and their voice as an instrument. They develop skills of timing and magazine format segmenting. Students develop and present on-air programs on Dominican's Internet Radio. Corequisite: CMS 3326.

### ***CMS 3323 Internet Radio II (2 units)***

Study of the history and present state of the radio industry and practice of the skills required for professional broadcasting. Students write broadcast news scripts and study the use of the microphone and their voice as an instrument. They develop skills of timing and magazine format segmenting. Students develop and present on-air programs on Dominican's Internet Radio. Prerequisite: CMS 3322. Corequisite: CMS 3327.

### ***CMS 3324 Internet Radio III (2 units)***

Study of the history and present state of the radio industry and practice of the skills required for professional broadcasting. Students write broadcast news scripts and study the use of the microphone and their voice as an instrument. They develop skills of timing and magazine format segmenting. Students develop and present on-air programs on Dominican's Internet Radio. Prerequisite: CMS 3323. Corequisite: CMS 3328.

### ***CMS 3326 - Internet Radio Lab 1 (2 units)***

Lab component for Internet Radio I. Corequisite: CMS 3322. \*\*Additional fee applies.\*\*

### ***CMS 3327 - Internet Radio Lab 2 (2 units)***

Lab component for Internet Radio II. Prerequisite: CMS 3326. Corequisite: CMS 3323. \*\*Additional fee applies.\*\*

### ***CMS 3328 - Internet Radio Lab 3 (2 units)***

Lab component for Internet Radio III. Prerequisite: CMS 3327. Corequisite: CMS 3324. \*\*Additional fee applies.\*\*

### ***CMS 3422 Multimedia Journalism 1 (2 units)***

Advanced study and practice of the fundamentals of print journalism. Students enrolled serve as staff members of the University newspaper, The Habit. They identify, research, investigate, and write news stories focusing on news from campus and from the surrounding community. They practice journalistic style, editing, headline writing, and layout. Corequisite CMS 3426.

### ***CMS 3423 Multimedia Journalism 2 (2 units)***

Further advanced study and practice of the fundamentals of print journalism and all phases of newspaper work. Students enrolled serve as staff members of the University newspaper, The Habit. They give careful attention to guidelines and decisions that direct the course of the newspaper, the justification for and nature of story assignments, and the overall design of the newspaper. Prerequisite CMS 3422. Corequisite CMS 3427.

### ***CMS 3424 Multimedia Journalism 3 (2 units)***

Intensive study and practice of the fundamentals of print journalism and all phases of newspaper work. Students enrolled serve as staff members of the University newspaper, The Habit. The course focuses on developing and disseminating news stories within a professional context through careful attention to the management aspects of newspaper production. Prerequisite CMS 3423. Corequisite CMS 3428.

### ***CMS 3425 Multimedia Journalism 4 (2 units)***

Further intensive study and practice of the fundamentals of print journalism and all phases of newspaper work. Students enrolled serve as staff members of the University newspaper, The Habit. Prerequisite CMS 3424. Corequisite CMS 3429.

***CMS 3426 Multimedia Journalism Lab 1 (2 units)***

Production of the University newspaper, The Habit. Students develop and practice cooperative teamwork and fundamental journalistic skills. Corequisite CMS 3422. \*\*Additional fee applies.\*\*

***CMS 3427 Multimedia Journalism Lab 2 (2 units)***

Production of the University newspaper, The Habit. Students develop and practice cooperative teamwork and fundamental journalistic skills. Prerequisite: CMS 3426. Corequisite: CMS 3423. \*\*Additional fee applies.\*\*

***CMS 3428 Multimedia Journalism Lab 3 (2 units)***

Production of the University newspaper, The Habit. Students develop and practice cooperative teamwork and fundamental journalistic skills. Prerequisite: CMS 3427. Corequisite: CMS 3424. \*\*Additional fee applies.\*\*

***CMS 3429 Multimedia Journalism Lab 4 (2 units)***

Production of the University newspaper, The Habit. Students develop and practice cooperative teamwork and fundamental journalistic skills. Prerequisite: CMS 3428. Corequisite: CMS 3425. \*\*Additional fee applies.\*\*

***CMS 3503 Broadcasting for Television (3 units)***

In this course, students will learn fundamental skills needed to script and produce a television news segment. Emphasis on writing television news scripts and integrating pictures and words to tell a story that is clear, concise, and informative. Study of the language, timing, and format unique to television newscasters. \*\*Additional fee applies.\*\*

***CMS 3504 Broadcasting Sports for Television (3 units)***

In this course students will learn the essentials of on-air broadcasting as it relates to the media. Subjects covered will include the necessary preparation for live broadcasts including research, voice, pace, and the necessary tempo and fell of various sporting events. Students will work to prepare gameday scripts as well as learning the nuances of calling live sporting events.

***CMS 3510 Broadcast Field Study: TV Sports (3 units)***

In this course, students will learn how to prepare broadcast for TV. Students will work in the field, covering actual events for broadcast (on and off campus) and assist in the preparation and development of the actual pieces to be televised through local broadcast media. Students will learn the technologies involved as well as the steps necessary for preparing newsworthy events for televising including video, audio and editing. \*\*Additional fee applies.\*\*

***CMS 3511 Broadcast Field Study: Performing Arts (3 units)***

Students explore and participate in the process by which performances are recorded and packaged for TV and radio broadcast. Students attend actual performances, recording audio and video, editing and completing video and audio packages for local broadcast on radio and TV. Field work is a key course component. \*\*Additional fee applies.\*\*

***CMS 3531 Photojournalism (3 units)***

Practice and development of the skills of photojournalism in order to produce quality news photos. Study of what makes an informative news photo that, when combined with copy, provides a balanced and accurate story of what has taken place. Examination of the work of professionals that are deemed outstanding contributors. Prerequisite ART 1501. \*\*Additional fee applies.\*\*

***CMS 3601 Public Relations & Marketing (3 units)***

Study of the basic public relations process and development of the skills necessary to orchestrate and execute a persuasive campaign. close examination of public relations tasks to emphasize the skill of writing clear and intriguing copy for news releases, choosing media outlets that target the appropriate audience, persuading media outlets to grant media exposure, grooming the client, and controlling negative publicity.

***CMS 3602 Public Relations & Marketing II (3 units)***

Developing skills of branding and promoting products and services through varied industry channels like blogging and internet television. Introduction into the leading edge world of advertising through sophisticated promotional campaigns that compel the students to think outside the box.

***CMS 3604 Organizational and Professional Communication (3 units)***

This course offers students the opportunity to explore topics such as effective communication in expressing leadership values, words and sentences that inspire colleagues to give personal best rather than dysfunctional behavior, and communication training and development. Participants will study theories such as the way in which organizational culture dictates communication patterns and develop professional business documents for future use including resumes, cover letters and reference sheets.

***CMS 3605 Communicating Across Cultures (3 units)***

Participants practice positive interaction, no matter the gender, race, color, or creed, by studying theories and data that point to the notion that we are one with all humans if we are willing to listen with open hearts and minds. Students practice active listening to the messages sent by members of a Global Village with varying social, cultural, psychological, and environmental influences. Assignments direct students to explore the differences in effective communication, especially when differences would be the wall that divides.

***CMS 3607 Interpersonal Communication (3 units)***

This course focuses on understanding one's self and one's agenda as the key to clarity in the interpersonal communication process. Verbal and nonverbal communication, and the role language plays in structuring interpersonal situations as well as the role of dialog in resolving interpersonal conflicts, will be explored.

***CMS 3722 Sportscasting I (2 units)***

This class explores the skill of audience excitement by building tension through the professional method of broadcasting play-by-play sports. This course focuses on the entertainment factor included in the art of creating sound pictures of sports activities and the subtleties of describing an event as it happens.

***CMS 3723 Sportscasting II (2 units)***

This class explores the skill of audience excitement by building tension through the professional method of broadcasting play-by-play sports. This course focuses on the entertainment factor included in the art of creating sound pictures of sports activities and the subtleties of describing an event as it happens.

***CMS 3724 Sportscasting III (2 units)***

This class explores the skill of audience excitement by building tension through the professional method of broadcasting play-by-play sports. This course focuses on the entertainment factor included in the art of creating sound pictures of sports activities and the subtleties of describing an event as it happens.

***CMS 3726 Sportscasting Lab 1 (2 units)***

Lab component for Sportscasting I. Corequisite: CMS 3722. \*\*Additional fee applies.\*\*

***CMS 3727 Sportscasting Lab 2 (2 units)***

Lab component for Sportscasting II. Prerequisite: CMS 3726. Corequisite: CMS 3723. \*\*Additional fee applies.\*\*

***CMS 3728 Sportscasting Lab 3 (2 units)***

Lab component for Sportscasting III. Prerequisite: CMS 3727. Corequisite: CMS 3724. \*\*Additional fee applies.\*\*

***CMS 3800 Advanced Cinema Production (3 units)***

This course provides experience in the principles and processes of digital filmmaking. Students learn cinema camera and editing techniques by making short creative video productions. This course fulfills the GE/CA requirement. \*\*Additional fee applies.\*\*

***CMS 3801 Advanced Screenwriting (3 units)***

This course presents an overview of the art and craft of screenwriting for feature-length fictional films. Students write a first draft screenplay, as well as an outline, pitch, synopsis, and cover letter. \*\*Additional fee applies.\*\*

***CMS 3810 Special Topics: Operating a Camera (1 unit)***

Emphasis on operating and caring for the video camera. Detailed attention is given to mounting the camera on the tripod, focusing the lens, and videotaping with appropriate light to produce tape that tells the story.

***CMS 3820 The Art of Film (3 units)***

This course provides a framework for understanding cinema as an art form by studying elements such as set design, color, camera composition and movement, lighting, editing, sound effects and music. Students analyze clips from feature films and create short video exercises. **\*\*Additional fee applies.\*\***

***CMS 3830 Development of the Cinema (3 units)***

This course gives students an appreciation of the historical development of the cinema. Students view clips from significant films, learn the contributions of important directors, producers and stars, and study the evolution of the film industry and its impact on society.

***CMS 3850 Documentary Production (3 units)***

This course explores forms of movement of documentary film, combining an historical survey of the genre, an approach to critical thinking about documentary, and an introduction to the production of documentary filmmaking. **\*\*Additional fee applies.\*\***

***CMS 4001 Research Methods in Mass Communication (3 units)***

This course is designed to prepare Communications majors and minors to research subject areas in their discipline. Exploring multiple resources in search of data regarding issues and advances in the field of communications also prepares students to complete their Upper Division thesis projects required for graduation. Varying aspects of the communication field are also explored in an effort to introduce students to specific tasks performed in relationship to specific chosen professions.

***CMS 4002 Media Law (3 units)***

Study of current legal and ethical issues in journalism/communications. The course examines copyright, press law and includes a study of free speech. It focuses on several legal and ethical issues, such as whether to identify juvenile crime suspects and rape victims and the narrowing gap between the tabloid news and the serious mainstream news media.

***CMS 4901 Senior Project Portfolio 1 (1.5 units)***

The first semester of a two-semester course to produce the senior project, an in-depth research paper on a topic chosen from issues in communications and journalism. The senior project requires original research, investigation, interviews, case studies, etc. Normally enrolling two semesters before graduating, students choose a subject, develop a thesis idea, working bibliography, provisional outline, and write a preliminary draft.

***CMS 4902 Senior Project Portfolio 2 (1.5 units)***

The second semester of a two-semester course to produce the senior project. Through a process of drafting and revision, students refine and complete their project, submit the bound final draft, and present it orally. The final draft of the senior project must earn a 'C' (2.0) or higher to meet the requirement for the major. Prerequisite: CMS 4901.

***CMS 4994 Teaching Assistant (1-3 units)***

The privilege of serving as a teaching assistant is available to students who are interested with the approval of the Department Chair, the instructor concerned, and the Dean of the School. A contract between the student and the instructor to determine goals, specifics on project contents/materials, and evaluation process will be required at time of request. Course may be taken for 1-3 units.

***CMS 4996 Internship: Communications & Media Studies (3 units)***

Students apply the principles, knowledge, and skills from their communications Major to a work experience position in the communications industry. They earn units for volunteer or paid work in some area related to communications. The internship is arranged in cooperation with a supervising faculty member and the Director of Career Services.

***CMS 4999 Independent Study (1-3 units)***

The privilege of independent study is possible for students who are prepared to undertake it based on student need or interest with approval of the Chair of the department, the instructor concerned, and the Dean of the School. The study must be in an area not covered by a regularly scheduled course. Course may be taken for 1-3 units. The maximum number of units that can be earned in one semester by independent study is 3; a total of up to six units of independent study may be applied to the degree.