MEDIA AND CINEMA STUDIES (MACS)

MACS 100  Intro to Popular TV & Movies  credit: 3 Hours.
The goal of this course is for students to begin to develop a critical understanding of the role of popular movies and television in their own lives and in U.S. culture. The course looks at issues of the relationship of media to social violence, gender identities, sexual identities, adolescents, minority cultures, and the role of the U.S. media globally. It also considers some of the major media genres that characterize U.S. popular television and movies.
This course satisfies the General Education Criteria for: Humanities ? Lit Arts
Cultural Studies - Western

MACS 101  Intro to the Media  credit: 3 Hours.
Introduces students to core issues in communication, ranging from the role of language in human history to political questions posed by electronic and digital technologies. Exploring key contemporary problems through timely readings, students learn and write about how the media affect everyday life. Prerequisite: Freshman or sophomore standing.
This course satisfies the General Education Criteria for: Advanced Composition

MACS 104  Intro to Film  credit: 3 Hours.
Same as ENGL 104. See ENGL 104.
This course satisfies the General Education Criteria for: Humanities ? Lit Arts

MACS 117  Shakespeare on Film  credit: 3 Hours.
Same as ENGL 117. See ENGL 117.
This course satisfies the General Education Criteria for: Humanities ? Lit Arts

MACS 166  Contemporary Media Literacy  credit: 3 Hours.
Develops skills to assess the importance of new media in contemporary culture. The course emphasizes both social and technical aspects of media. As part of the course, students prepare their own media and evaluate current media literacy projects. Prerequisite: Freshman or sophomore standing.
This course satisfies the General Education Criteria for: Social Beh Sci - Soc Sci

MACS 199  Undergraduate Open Seminar  credit: 1 to 5 Hours.
May be repeated to a maximum of 12 hours in separate semesters if topics vary.

MACS 202  Social Aspects Info Tech  credit: 3 Hours.
Same as INFO 202 and IS 202. See INFO 202.
This course satisfies the General Education Criteria for: Social Beh Sci - Soc Sci

MACS 203  Contemporary Movies  credit: 3 Hours.
Provides a critical context for recent international cinema by exploring several kinds of genres, aesthetics, and technologies. We will discuss transnational trends in cinema relating to the influence of other media such as gaming, social networking, and personal electronics, as well as consider impacts of economic structures of global filmmaking production and exhibition. We will view popular and art movies, and query longstanding categories such as the teen pic, “woman’s” film, and documentary.

MACS 205  Introduction to Documentary  credit: 3 Hours.
This course introduces students to one of the fastest growing areas in media today: the documentary. It’s designed for students who want to expand their knowledge and appreciation of documentaries in all their forms. Using weekly in-class screenings, discussion, readings, ad writing, students will examine a wide variety of documentaries, looking at their styles, purposes, and storytelling “voices”, as well as learning the language and other fundamentals of documentary. We will also cover some of the basic methods involved in planning and creating a documentary. Please note: this is NOT a hands-on production course.
Prerequisite: Sophomore standing or above required.

MACS 207  Indian Cinema in Context  credit: 3 Hours.
Same as CWL 207. See CWL 207.
This course satisfies the General Education Criteria for: Humanities ? Lit Arts
Cultural Studies - Non-West

MACS 211  Intro to African-American Film  credit: 3 Hours.
Examination of the history, theory, and aesthetics of African-American filmmaking from the silent era to the present. Films are analyzed within their sociocultural contexts, with particular attention to how constructions of race, identity, and community interact with class, gender, and sexuality; and the link between film and other forms of Black expressive culture. The impact of African-American film on popular culture, links to the African Diaspora, and relations with other communities of color will also be discussed. Same as AFRO 211.
This course satisfies the General Education Criteria for: Cultural Studies - US Minority

MACS 224  Sportsmedia Technology & Culture  credit: 3 Hours.
This course is designed for students who are curious about (a) how new technologies are changing sportsmedia cultures, and (b) the kinds of knowledges and skills needed to effectively engage with this powerful cultural and economic industry. We’ll use four primary focal points (ESPN, Sport Fandom, Action-Sports, Data Production / Smart Stadiums) to help us understand today’s sportsmedia cultural industry’s challenges and possibilities, and the kinds of challenges and possibilities that the sportsmedia cultural industry creates for society. We’ll also use our course focal points and related industry websites to concretize the key concepts (drawn from theoretical readings and applied studies in media studies, sociology, sport studies, and technology studies).

MACS 227  Studies in Black Television  credit: 3 Hours.
Same as AFRO 227. See AFRO 227.

MACS 250  Latina/os on the Bronze Screen  credit: 3 Hours.
Same as LLS 250. See LLS 250.
This course satisfies the General Education Criteria for: Humanities ? Lit Arts
Cultural Studies - US Minority

Information listed in this catalog is current as of 07/2017
MACS 261 Survey of World Cinema I credit: 3 Hours.
Survey of the development of equipment, techniques, and themes of the cinema from its origins through the coming of sound; lectures, discussions, and showings of selected films.
This course satisfies the General Education Criteria for: Humanities ? Lit Arts

MACS 262 Survey of World Cinema II credit: 3 Hours.
Survey of the development of equipment, techniques, and themes of the cinema from the coming of sound to the present; lectures, discussions, and showings of selected films.
This course satisfies the General Education Criteria for: Humanities ? Lit Arts

MACS 264 Creative and Information Economies credit: 4 Hours.
An introduction to the political economy of the media in the U.S. The purpose of the class is to acquaint students with a core understanding of how the media system operates, and with what effects, in a capitalist society. The course examines the role of advertising, public relations, corporate concentration, and government regulation upon journalism, entertainment, culture, and participatory democracy. The class also examines issues such as the Internet, globalization, and public broadcasting.
This course satisfies the General Education Criteria for: Humanities ? Hist Phil
Cultural Studies - Western

MACS 273 American Cinema Since 1950 credit: 3 Hours.
Same as ENGL 273. See ENGL 273.

MACS 275 Am Indian and Indigenous Film credit: 3 Hours.
Same as AIS 275 and ENGL 275. See AIS 275.
This course satisfies the General Education Criteria for: Humanities ? Lit Arts
Cultural Studies - US Minority

MACS 295 Intro Media/Cinema Topics credit: 3 Hours.
Introduction to the study of special topics in media and cinema studies, including cultural, social, historical, economic, and/or political issues in media and/or cinema. Topics vary but may include: genres, stars, historical movements, thematic studies, television, convergence culture, new media. May be repeated in the same or separate terms to a maximum of 6 hours if topics vary.

MACS 300 Topics in Film and History credit: 3 Hours.
Same as HIST 300. See HIST 300.

MACS 317 Media History credit: 3 Hours.
Presents the nature and development of communication systems; history of communication media, history of journalism, advertising, and broadcasting; and communications in the modern world.

MACS 320 Popular Culture credit: 3 Hours.
Examines the critical literature on mass media entertainment; reviews significant contemporary issues and develops perspectives for understanding popular culture.

MACS 321 Film Culture credit: 3 Hours.
Introduces students to key issues of, major theoretical approaches to, and current debates about the cultural function of films. Course addresses theories of spectatorship, the politics of pleasure, the culture of entertainment, and the cinematic construction of race, class, and gender.
This course satisfies the General Education Criteria for: Cultural Studies - Western

MACS 322 Politics and the Media credit: 3 Hours.
Same as CMN 325 and PS 312. See PS 312.

MACS 323 Studies Film/Media Production credit: 1 to 3 Hours.
Provides analytical framework for pursuing film/media production. Emphasizes critical analysis of various aspects of production: e.g., scriptwriting, storyboarding, cinematography, editing, set and costume design, location and studio shooting, sound. Covers theories of representation, narrative, meaning-making, experimentation, and audience in relation to film/media production practices. Does not, however, teach students how to do film and media production (e.g., how to work a camera, etc.). Therefore, students must come to the course with experience in film and/or media production (can be self-taught). Both individual and group projects are encouraged. Students should expect to work as crew for other students in class. Culminates in a public screening at which students present an analysis of their own project—both the process and the finished product. To apply for course, students (individually or in groups) must propose an idea or concept for a film/media project they would like to produce during the class. May be repeated in separate terms to a maximum of 6 hours. May be repeated by students who wish to pursue a longer project in two consecutive semesters (may include summer). Students may not repeat the course to pursue separate projects. Prerequisite: Consent of instructor.

MACS 326 New Media, Culture & Society credit: 3 Hours.
Digital media is an immensely pervasive and powerful form of communication that despite its rapid growth has yet to reach most of the world’s population. This lecture-based survey course for undergraduates traces the history and formation of personal computing and the Internet, the development of virtual communities and virtual worlds, evolving forms of digital representation and communication, digital visual cultures, features of new media industries, and the rise of participatory media. Evaluation and assessment is based on written exams, quizzes, class discussion in section, and practice-based assignments using new media technologies such as wikis, blogs, games, and digital video. Emphasis is on mastering key concepts of digital media through theory and history, and on critical discussion of distinctive features of digital media objects. Lectures and discussion sections are held in computer-equipped classrooms. Same as INFO 326.

MACS 331 Media and Democracy credit: 3 Hours.
Studies the philosophical bases of the functions and the responsibilities of mass communications.

MACS 335 Film, TV, and Gender credit: 3 Hours.
Same as GWS 335. See GWS 335.

MACS 345 Digital & Gender Cultures credit: 3 Hours.
Same as GWS 345, INFO 345, and SOC 345. See GWS 345.

MACS 346 Case Study: Endless Summer credit: 3 Hours.
Same as KIN 346 and RST 346. See KIN 346.

MACS 351 Social Aspects of Media credit: 3 Hours.
Explores media structures in relation to cultural content and social functions; examines problems of life and society as treated in mass-produced communications. Same as SOC 351.

MACS 352 Attitude Theory and Change credit: 3 Hours.
Same as PSYC 352 and SOC 300. See PSYC 352.
MACS 356  Sex & Gender in Popular Media  credit: 3 Hours.
Examines the notion that the mass media influence our development as gendered individuals, looking at those who argue for and against this notion. Considers different forms of feminist theory applied to the study of mass media, the history and scholarly criticisms of the media and their portrayal of women, and feminist attempts to create alternatives to mainstream media images. Throughout, the course considers representation of minorities in the dominant media and examines newly created alternative representations. Same as GWS 356. This course satisfies the General Education Criteria for: Cultural Studies - Western

MACS 361  Film Theory and Criticism  credit: 3 Hours.
Study of major aesthetic and critical theories about film; study of theory and practice of film criticism.

MACS 364  Topics in Media Business  credit: 3 Hours.
Addresses the business, industry, and economic implications of the interaction of Internet, television, radio, film, and print outlets through digitization-driven platform and interactive technologies. Explores historical and emergent business models, ownership and work patterns, and investment arrangement related to media convergence. Investigates novel forms of individual and collective labor structures and globally distributed modes of production and consumption. Includes attention to economic and scholarly models seeking to analyze media business structures. Specific topics vary by semester, but may include Google, Disney, and Hollywood studio system, or activist media organizations. May be repeated for a maximum of 6 hours if topics vary.

MACS 365  Asian American Media and Film  credit: 3 Hours.
Same as AAS 365. See AAS 365.

MACS 375  Latina/o Media in the US  credit: 3 Hours.
Examines the portrayal and participation of Latinas and Latinos in the U.S. media using a variety of interdisciplinary approaches. Addresses historical and political movements that have been critical to Latina/Latino print, broadcast, and electronic communication within the broader context of cultural diversity. Same as LLS 375.

MACS 377  Global Communications  credit: 3 Hours.
Introduces students to the multiple dimensions of cross-national and comparative communications. Specific topics will vary according to instructor’s focus, but may include human dimensions of global communication, intercultural communication, media impact, structure and processes of institutional communication (i.e. propaganda, diplomacy).

MACS 381  Black Women and Film  credit: 3 Hours.
Same as AFRO 381. See AFRO 381.

MACS 382  French & Comparative Cinema I  credit: 3 Hours.
Same as CWL 387, FR 387, and HUM 387. See FR 387.

MACS 383  French & Comparative Cinema II  credit: 3 Hours.
Same as CWL 389, FR 389, and HUM 389. See FR 389.

MACS 389  International Communications  credit: 3 Hours.
Provides an interdisciplinary approach to international communications; its structure and content; the role of international communications in conflict and conflict resolution; the semantics of international communication; the technical and economic aspects of international mass communications; and government-industry relations in communications. Same as PS 389.

MACS 391  Individual Study  credit: 0 to 3 Hours.
Individual research and exploration of media and cinema studies topics under the guidance of a faculty advisor. May be repeated in the same or in multiple semesters, if topics vary. Prerequisite: Consent of instructor.

MACS 395  Special Media/Cinema Topics  credit: 3 Hours.
Cultural, social, historical, economic, and/or political issues in media and/or cinema; topics vary but may include: genres, historical movements, thematic studies, television, convergence culture, new media. May be repeated to a maximum of 6 hours if topics vary.

MACS 408  TV Studies  credit: 3 or 4 Hours.
Examines factors reshaping TV and its relationship to culture, including genres, industry practices (advertising, production, distribution), new media technologies (YouTube, Twitter, and newer developments), and computer gaming. Analyzes places/spaces of television, mobility, surveillance, television as instruction/guide (dating, cooking, fashion), citizenship, consumption, and TV in everyday life. Focuses on contemporary aspects of TV, with some attention to earlier forms and practices of television. Students required to view and analyze some television programs outside of class. 3 undergraduate hours. 4 graduate hours.

MACS 410  Media Ethics  credit: 3 or 4 Hours.
Surveys the major ethical problems in news, advertising, publications and entertainment media; includes case studies and moral reasoning on confidentiality, privacy, conflicts of interest, deception, violence, and pornography. 3 undergraduate hours. 4 graduate hours.

MACS 419  Russian & East European Film  credit: 3 or 4 Hours.
Same as SLAV 419. See SLAV 419.

MACS 423  Language Acquisition  credit: 3 or 4 Hours.
Same as LING 423 and PSYC 423. See PSYC 423.

MACS 425  Intro to Psycholinguistics  credit: 3 or 4 Hours.
Same as LING 425. See LING 425.

MACS 432  Commoditying Difference  credit: 3 or 4 Hours.
Same as AAS 435, AFRO 435, GWS 435, and LLS 435. See LLS 435.

MACS 461  Politics of Popular Culture  credit: 3 or 4 Hours.
Same as AIS 461. See AIS 461.

MACS 464  Film Festivals  credit: 3 or 4 Hours.
Examines the history and significance of film festivals: What they mean for the film industry (marketing, distribution, production), audiences (both at the festival and beyond), film history, and the evolution of filmmaking. Covers specific local, national, and international festivals including festivals focused on particular issues (e.g., Chicago International Children’s Film Festival, San Francisco International Asian American Film Festival, Miami Gay and Lesbian Film Festival, and our own local IUB 48-Hour Film Contest). Coordinated with Roger Ebert's Film Festival (which is held in Champaign every April) including internship/volunteer opportunities, screenings, and meetings with guests. Class culminates with a UIUC student film festival, organized, judged, and sponsored by the class. 3 undergraduate hours. 4 graduate hours.

MACS 466  Japanese Cinema  credit: 3 or 4 Hours.
Examines the influence of Japan's traditional aesthetics on its cinema and surveys its major film movements, genres, and directors. Same as EALC 466. 3 undergraduate hours. 4 graduate hours. Prerequisite: One course in the College of Media or East Asian Languages and Cultures, or consent of instructor.

MACS 470  Topics in Italian Cinema  credit: 3 or 4 Hours.
Same as ITAL 470. See ITAL 470.
MACS 490  Green Screen: Film and Nature  credit: 3 or 4 Hours.
Same as EURO 489 and SCAN 490. See SCAN 490.

MACS 492  Scandinavian Cinema  credit: 3 or 4 Hours.
Same as SCAN 492. See SCAN 492.

MACS 493  German Cinema I  credit: 3 Hours.
Same as GER 493. See GER 493.

MACS 494  German Cinema II  credit: 3 Hours.
Same as GER 494. See GER 494.

MACS 495  Internship Seminar  credit: 0 to 1 Hours.
Seminar based on internship experience. Offered for College of Media
students who complete an approved internship. 0 to 1 undergraduate
hours. No graduate credit. Approved for S/U grading only. May be
repeated in the same term to a maximum of 2 undergraduate hours. May
be repeated in separate terms to a maximum of 3 undergraduate hours.
Prerequisite: Consent of instructor.

MACS 496  Advanced Media/Cinema Topics  credit: 3 or 4 Hours.
Advanced study of cultural, social, historical, economic, and/or
political issues in media and/or cinema; topics vary but may include
national and transnational cinemas, directors, genres, historical
movements, social and political movements, thematic studies, television,
convergence culture, new media. 3 undergraduate hours. 4 graduate
hours. May be repeated in the same or separate terms to a maximum of
6 undergraduate hours or 8 graduate hours as topics vary. Prerequisite:
One College of Media course or consent of instructor.

MACS 498  Senior Seminar  credit: 3 Hours.
Seminar and tutorial in selected Media and Cinema Studies topics. 3
undergraduate hours. No graduate credit. May be repeated in the same
or subsequent semesters to a maximum of 6 hours. Prerequisite: Senior
standing, a declared Media and Cinema Studies major, or consent of
instructor.

MACS 499  Senior Thesis  credit: 3 Hours.
Individual research for majors in Media and Cinema Studies leading to
the completion of a thesis. 3 undergraduate hours. No graduate credit.
May be repeated to a maximum of 6 hours. Prerequisite: Senior standing,
a declared Media and Cinema Studies Major, and consent of advisor.

MACS 503  Historiography of Cinema  credit: 4 Hours.
Seminar on historical perspectives on cinema as an institution, a body
of signifying practices, a product to be consumed, a phenomenon of
modernity, and a cultural artifact, and on cinema in relation to other
screen media. Same as CWL 503 and ENGL 503.

MACS 504  Theories of Cinema  credit: 4 Hours.
Seminar on influential theories and accompanying debates about the
textual/extra-textual mechanisms and cultural/political impact of cinema
and related screen media. Same as CWL 504 and ENGL 504.