**MEDIA (MDIA)**

MDIA Class Schedule (https://courses.illinois.edu/schedule/DEFAULT/DEFAULT/MDIA)

**Courses**

**MDIA 100 College of Media Orientation credit: 1 Hour.**
College of Media Orientation is designed to build academic and social integrity and to give students the resources they need to be responsible members of the University of Illinois community who earn degrees in a timely manner.

**MDIA 199 Special Topics credit: 1 to 3 Hours.**
Subject offerings of new and developing areas of knowledge and practice in the fields of media. The course is intended to augment the existing curriculum. See Class Schedule or college course information for topics and prerequisites. Approved for letter and S/U grading. May be repeated in the same term to a maximum of 6 hours if topics vary; may be repeated in separate terms to a maximum of 12 hours if topics vary.

**MDIA 223 Watching the Environment credit: 3 Hours.**
This course examines how films portray the health environment and the need for environmental protection. The course focuses on series of questions including: To what extent does a film suggest that the world has environmental concerns? What are the constraints that narrative form, production routines, financing and distribution put on representing environmental problems and environmentalists? Is the information in the film to be trusted? In documentaries, are physical and social scientists? explanations of environmental problems and solutions reliable? What cues can we use from within and outside the film to evaluate the film for credibility? During the course participants will compare the science and economics of selected environmental issues with film presentations, examine what drives of environmental participation (and the limits of film in presenting science), and look at the constraints of producing special interest versus broad distribution films on presentations of the environment. Class includes viewing blockbuster, Oscar, and award-winning documentaries. Lecture attendance is mandatory. Same as NRES 223.

This course satisfies the General Education Criteria for: Social Beh Sci - Soc Sci

**MDIA 270 Introduction to Media Sales credit: 3 Hours.**
This course is guided by theory related to persuasion and social influence as it explores prevalent inter-personal and business-focused communication styles, methods and techniques used in the media sales industry. The course will cover the entire media sales cycle, from planning, to research, to setting sales objectives/strategies/goals and then how to effectively negotiate, “pitch” and “close” the sale, and evaluate and measure the sale once it is completed. It will consist of class lectures, in-class activities, role-playing exercises and also include guest lectures brought in from the sales industry.

**MDIA 290 Undergraduate Open Seminar credit: 1 to 3 Hours.**
Experimental course on special topics pertinent to the disciplines studied within the College of Media. Topics will vary. Approved for letter and S/U grading. May be repeated in the same or separate terms to a maximum of 6 hours if topics vary.

**MDIA 299 Media Study Abroad credit: 0 to 18 Hours.**
Provides credit toward the undergraduate degree for study at accredited foreign institutions or approved overseas programs. Final determination of credit is made upon the student’s completion of the work. Approved for letter and S/U grading. May be repeated in separate terms to a maximum of 44 hours. Prerequisite: One year of residence at UIUC, good academic standing, and prior approval of the College of Media.

**MDIA 320 Media Sales Management credit: 3 Hours.**
This course addresses conceptual and methodological issues related to the management of sales within media organizations. Responsibilities, function and skills necessary to be an effective media sales manager are covered, including an evaluation of sales organization structures, recruiting, selecting, testing, and training of media salespeople. Related topics include compensation plans, controlling expenses, sales forecasting/projections, routing, quotas, ethics and motivation. It will consist of class lectures, in-class activities, role playing exercises and also include guest lecture from industry leaders/alumni with experience in media sales management. Prerequisite: MDIA 270 (Introduction to Media Sales).

**MDIA 370 Advanced Media Sales credit: 3 Hours.**
This course focuses on consultative and persuasive selling and interpersonal relationship building, with an emphasis on specific media vehicles (broadcast, print, digital, out-of-home, non-traditional, etc.). It will discuss how to be a successful media salesperson for each medium (listed above), including major account selling, value-added selling, coordination between salespeople and the firm’s other functional areas, team selling, negotiating, communication styles, career management, and personal development. The course will also cover the relationship between advertising agencies, advertising clients and salespeople. It will include mock interviews, written sales proposals, and role-playing exercises that will facilitate application of effective media sales techniques. It will also feature exposure to media sales experts for each medium covered in class. Prerequisite: MDIA 270 (Introduction to Media Sales).

**MDIA 380 21st Century Documentaries credit: 3 Hours.**
Documentary has exploded in the past decade, with more being created, screened and watched than at any time in history. But what has this growth meant to documentary, and how has it impacted what we see on screen and how documentary stories are being told? We will examine the changes and trends taking place in film and television documentaries over the past decade. We will watch and analyze a variety of contemporary documentaries, examining some of the different stylistic, production, and story-telling methods that have developed over this time. If you enjoy watching documentaries and want to learn more about them, you will find this an enjoyable and thought-provoking course.

**MDIA 390 Special Topics in Media credit: 1 to 3 Hours.**
Special topics course focusing on cultural, economic, historical, political, and social themes and issues that influence or are influenced by the media. Topics will vary. Additional fees may apply. See Class Schedule. Approved for Letter and S/U grading. May be repeated for a maximum of 6 hours if topics vary. Prerequisite: One year of Media courses, Junior or senior standing in the College of Media, or consent of instructor.

**MDIA 400 Special Topics credit: 1 to 3 Hours.**
Varying topics including the cultural, social, historical, legal, economic, political, and other issues that influence or are influenced by Media. 1 to 3 undergraduate hours. 1 to 3 graduate hours. May be repeated in the same or separate terms to a maximum of 6 hours if topics vary. Prerequisite: Previous classes in either AGCM, ADV, JOUR, or MACS.

Information listed in this catalog is current as of 09/2017
MDIA 512  History of Libraries  credit: 2 or 4 Hours.
Same as IS 512. See IS 512.

MDIA 524  Dev Psycholinguistics  credit: 2 or 4 Hours.
Same as LING 524 and PSYC 524. See PSYC 524.

MDIA 525  Psycholinguistics  credit: 2 or 4 Hours.
Same as LING 525 and PSYC 525. See PSYC 525.

MDIA 560  Feminist Media Studies  credit: 4 Hours.
Addresses major areas of theoretical debate or interest in the broad
topic of "Feminist Media Studies" and looks in depth at a number
of theoretical issues which define it. Develops an understanding of
historical, psychoanalytic, interpretive, and social scientific approaches
to the study of film and television texts, their reception, and their
production. Readings are extensive and directed toward illustrating the
range of theoretical and empirical approaches applied to addressing
questions of central interest in the field. Viewings will emphasize some
lesser-known historical texts central to theoretical debates in the field.
Viewings and readings are focused on "popular" film and television. Same
as GWS 560.

MDIA 568  Political Economy of Comm  credit: 4 Hours.
Analyses the structure, policy, and behavior of such media of
communication as newspapers, magazines, books, postal service,
telegraph, telephone, broadcasting, and film; special emphasis on
their relationships to the political order and the economy. Prerequisite:
Consent of department.

MDIA 570  Popular Culture  credit: 4 Hours.
Examines problems of cultural analysis related to the media of
communications and the social implications of communications
research.

MDIA 571  Proseminar I  credit: 4 Hours.
Addresses the mass media of communications, their role as social
institutions, and their control and support. Examines evolution of
research on mass media content, audience, and effects. Prerequisite:
Consent of department.

MDIA 572  Proseminar II  credit: 4 Hours.
Addresses the problems of communications, including the individual as
a communicating system, symbolic processes, analysis of messages,
psycholinguistics, and language as social behavior. Prerequisite: Consent
of department.

MDIA 573  Freedom of Expression  credit: 4 Hours.
Examines the development of the Anglo-American press system and the
idea of freedom of the press; explores contemporary mass media and
their implications for freedom and democracy.

MDIA 575  Cultural Studies and Critical Interpretation  credit: 4 Hours.
Same as EPS 575. See EPS 575.

MDIA 577  Philosophy of Technology  credit: 4 Hours.
Introduces students to those thinkers who understand technology
philosophically as a central component in modern culture. Examines
major perspectives on the nature of technology, rooted in Norbert Weiner,
Karl Marx, and Martin Heidegger. Links media technologies, information
systems, and global communications background problems and basic
issues to technology more generally. Develops instrumentalism, feminist
and critical approaches, ethical concerns, and alternative technologies in
the context of technology as a cultural activity.

MDIA 578  Communication Ethics  credit: 4 Hours.
This course introduces the latest literature in, or directly relevant to,
communication, media and information ethics. It examines current
efforts in applied and professional ethics, feminist ethics, and social
ethics to develop ethical models that are cross-cultural, gender inclusive
and international. The major ethical issues are considered in such areas
as global communication, new media technologies, information systems,
news, and entertainment.

MDIA 580  Advanced Interpretive Methods  credit: 4 Hours.
Same as SOC 580. See SOC 580.

MDIA 590  Special Topics  credit: 2 to 8 Hours.
May be repeated in the same or in multiple semesters if topics vary.

MDIA 592  Quantitative Methods  credit: 4 Hours.
Introduces the methods of empirical research in the behavioral sciences
applicable to research problems in human communication, with
emphasis on studies of mass communication. Lectures, readings, and
laboratory practice.

MDIA 593  Qualitative Methods  credit: 4 Hours.
Introduces qualitative concepts and strategies in the social sciences and
humanities which apply to research problems in mass communications.

MDIA 599  Thesis Research  credit: 0 to 16 Hours.
Approved for S/U grading only. May be repeated to a maximum of 16
hours.

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