

MEDIA AND CINEMA STUDIES

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<https://media.illinois.edu/degrees/media-and-cinema-studies-bs/undergraduate-programs>

The Department of Media and Cinema Studies in the College of Media offers a B.S. Degree in Media and Cinema Studies with two concentrations, Media Studies and Cinema Studies. Students from outside the College can earn an undergraduate Minor in Cinema Studies and a graduate Minor in Cinema Studies. College of Media students may not pursue the Minor in Cinema Studies.

Students in the Media and Cinema Studies program develop an understanding of modern communications, media, and cinema from an interdisciplinary perspective. They explore the theory behind contemporary media and the origins, structures and implications for our society. Students also address the history of media and cinema both in the United States and internationally. The development of all mediated forms is considered in light of more general concerns about technology, culture, society, and politics.

For the Degree of Bachelor of Science in Media and Cinema Studies

To graduate from the media and cinema studies curriculum, a student must meet all general University and College requirements for the degree and must complete the following courses, all of which must be taken for a traditional letter grade and for which all prerequisites will be enforced.

Code	Title	Hours
Core Curriculum		17
MACS 203	Contemporary Movies	3
MACS 264	Creative and Information Economies	4
MACS 317	Media History	3
MACS 320	Popular Culture	3
MACS 351	Social Aspects of Media	3

Code	Title	Hours
Thematic Areas		15

5 additional courses in at least 2 of the following thematic areas.

In addition, students can declare a specialization by taking 4 courses in 1 thematic area or by completing the requirements of a related certificate program.

All students must complete a senior project in a 400-level course.

Code	Title	Hours
Cinema Studies		
MACS 100	Intro to Popular TV & Movies	
MACS 205	Introduction to Documentary	
MACS 261	Survey of World Cinema I	
MACS 262	Survey of World Cinema II	
MACS 321	Film Culture	
MACS 361	Film Theory and Criticism	
MACS 464	Film Festivals	

See list of other approved classes or contact the department for approval of other classes.

Media Industries & Cultures

MACS 100	Intro to Popular TV & Movies
MACS 224	Sportsmedia Technology & Culture
MACS 321	Film Culture
MACS 326	New Media, Culture & Society
MDIA 380	21st Century Documentaries
MACS 408	TV Studies

See list of other approved classes or contact the department for approval of other classes.

Difference & Power

MACS 100	Intro to Popular TV & Movies
MACS 326	New Media, Culture & Society
LLS 435	Commodifying Difference
MACS/ GWS 356	Sex & Gender in Popular Media
MACS/AAS 375	Latina/o Media in the US

MACS/ AFRO 381	Black Women and Film
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MACS 389	International Communications
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See list of other approved classes or contact the department for approval of other classes.

Science, Technology, and Visualization

MACS 166	Contemporary Media Literacy
MACS 224	Sportsmedia Technology & Culture
MACS 326	New Media, Culture & Society
MACS/ GWS 345	Digital & Gender Cultures
AGCM 430	Comm in Env Social Movements

See list of other approved classes or contact the department for approval of other classes.

Global Media and Cinema

MACS 261	Survey of World Cinema I
MACS 262	Survey of World Cinema II
MACS 389	International Communications
MACS/ SLAV 419	Russian & East European Film
MACS/ SCAN 492	Scandinavian Cinema
MACS/ GER 493	German Cinema I

See list of other approved classes or contact the department for approval of other classes.

Sports Media

RST 130	Foundations of Sport Mgt
MACS 224	Sportsmedia Technology & Culture
MACS/KIN 346	Case Study: Endless Summer
MACS 408	TV Studies
JOUR 361	Readings in Sports Journalism

See list of other approved classes or contact the department for approval of other classes.

Media Making, Design and Research

MACS 100	Intro to Popular TV & Movies
MACS 166	Contemporary Media Literacy
MACS 323	Studies Film/Media Production
MACS 326	New Media, Culture & Society
MDIA 380	21st Century Documentaries
MACS 464	Film Festivals
See list of other approved classes or contact the department for approval of other classes.	

Code	Title	Hours
College of Media Electives		36
Students must earn at least 36 hours in the College of Media. Remaining hours are completed with ADV, JOUR, MACS, or MDIA electives.		

Code	Title	Hours
Required Area of Study or Minor Outside the College of Media		9
In addition to the courses in the major plan described above, students must complete 9 hours in an approved area outside the College of Media. Approved areas include: African American Studies; American Indian Studies; Anthropology; Art History; Asian American Studies; Business Administration; Communication; Computer Science; Creative Writing; Economics; Food Science and Human Nutrition; Gender and Women's Studies; History; Kinesiology and Community Health; Latina/o Studies; Linguistics; Literature; Natural Resources and Environmental Sciences; Non-English Languages; Philosophy; Political Science; Psychology; Recreation, Sport and Tourism; Regional Area Studies; or Sociology. A university-approved minor may substitute for this requirement. Courses may, if they qualify, also count toward the requirement for advanced hours outside of the College.		

Code	Title	Hours
Advanced Hours Requirement		20
At least 20 hours in courses numbered 200 or above. These courses must be outside and not cross-listed with the College of Media. At least 9 of the 20 hours must be in courses numbered 300 and above.		

Code	Title	Hours
Total hours required for graduation		124

Minor in Cinema Studies

The Minor in Cinema Studies provides undergraduate students with certain core courses in the discipline while also allowing them the freedom to explore the various approaches to the subject presented by different departments.

The Minor in Cinema Studies requires a minimum of 21 hours distributed over seven courses as follows. At least six hours of advanced (300 or 400) level courses must be included:

Code	Title	Hours
MACS 261	Survey of World Cinema I	3
MACS 262	Survey of World Cinema II	3
Select one of the following (Non-US Cinema):		3-4

MACS 207	Indian Cinema in Context
MACS 419	Russian & East European Film
MACS 466	Japanese Cinema
MACS 470	Topics in Italian Cinema
MACS 490	Green Screen: Film and Nature
MACS 492	Scandinavian Cinema
MACS 493	German Cinema I
ITAL 270	Introduction to Italian Cinema
ANTH 266	African Film and Society

Select one of the following (Identity, Culture and Politics): 3

MACS 211	Intro to African-American Film
MACS 250	Latina/os on the Bronze Screen
MACS 275	Am Indian and Indigenous Film
MACS 335	Film, TV, and Gender
MACS 356	Sex & Gender in Popular Media
MACS 365	Asian American Media and Film
MACS 375	Latina/o Media in the US
MACS 381	Black Women and Film
MACS 432	Commodifying Difference
MACS 461	Politics of Popular Culture
AAS 120	Intro to Asian Am Pop Culture
ENGL 272	Minority Images in Amer Film

Select one of the following: 3-4

MACS 264	Creative and Information Economies
MACS 317	Media History
MACS 320	Popular Culture
MACS 331	Media and Democracy
MACS 351	Social Aspects of Media
MACS 410	Media Ethics

Two additional courses on film offered by or cross-listed with MACS, other than those used to fulfill the requirements above. A list of approved courses is maintained by the department. 6-7

MACS Class Schedule (<https://courses.illinois.edu/schedule/DEFAULT/DEFAULT/MACS>)

Courses

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, and 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

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 373 Special Topics in Film Studies credit: 3 Hours.

Same as ENGL 373. See ENGL 373.

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 Commodifying 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.