Communication Studies: Electronic Media Courses (COMM EM)

Courses

COMM EM 1600. First Year Electronic Media Seminar — 1 hr.
An introduction to the Electronic Media curriculum, extra curricula, learning resources, and academic and professional expectations; exploration and identification of career goals. 1-hr. session per week. Required for graduation. (Fall and Spring)

Development of ability to analyze electronic media in multiple platforms, examining uses, selections, and impact in order to foster a more dynamic relationship between citizens and media. Prerequisite(s): COMM COR 1010 (48J:002). (Fall and Spring)

COMM EM 1655 (48E:003). Introduction to Electronic Production — 3 hrs.
Introduction to audio, video, and multimedia production concepts and technologies. Emphasis on basic production techniques, production terminology, and communication with media users (Fall and Spring)

Techniques and script styles used for multiple platforms of electronic media programming and presentation. Prerequisite(s): COMM COR 1010 (48J:002). (Fall and Spring)

COMM EM 2650. Intermediate Electronic Production — 3 hrs.
Creative integration of audio, video, and multimedia concepts and technologies to enhance the media production process based on the concepts covered in "Introduction to Electronic Production." Emphasis on aesthetics, creativity, formats, and quality to provide upper-level skills in media pre-production, production, and post-production. Prerequisite(s): COMM EM 1655 (48E:003). (Fall and Spring)

COMM EM 2655 (48E:013). Video Production: (Topic) — 1-6 hrs.
Advanced theory and practice of video production technologies for multiple platforms. Topics indicated in Schedule of Classes. May be repeated for maximum of 6 hours if different topic. Prerequisite(s): COMM EM 1659 (48E:071); COMM EM 2650. (Fall and Spring)

Advanced theory and practice of audio technologies for multiple platforms. Topics indicated in Schedule of Classes. May be repeated for maximum of 6 hours if different topic. Prerequisite(s): COMM EM 1659 (48E:071); COMM EM 2650. (Fall and Spring)

COMM EM 2657 (48E:112). Multimedia Production: (Topic) — 1-6 hrs.
Examination of principles of design and creation of interactive multimedia applications. Topics indicated in Schedule of Classes. May be repeated for maximum of 6 hours if different topic. Prerequisite(s): COMM EM 2650; junior standing or consent of instructor. (Fall and Spring)

A major project for audio, video, or multimedia beyond the scope of existing courses. Students work under the supervision of faculty. May be repeated for maximum of 6 hours. Prerequisite(s): COMM EM 2656 (48E:011), COMM EM 2655 (48E:013), or COMM EM 3657 (48E:112); junior standing; consent of instructor. (Variable)

Examines how economic variables, new technologies, regulatory policies, culture and changing media practices impact media industry operations. Prerequisite(s): consent of instructor; junior standing. (Variable)

COMM EM 3660. Strategic Media Planning — 3 hrs.
Applies analytical tools to examine how specific strategies can be developed to address issues and challenges faced by media practitioners and organizations. Prerequisite(s): COMM EM 3659; junior standing. (Variable)

COMM EM 3900/5900 (48E:197g). Internship in Electronic Media — 1-6 hrs.
Students complete academic assignments in conjunction with intensive work in a specialized area on-site at an organization. May be repeated for maximum of 6 hours. Prerequisite(s): junior standing; internship coordinator approval. See the internship coordinator for additional departmental requirements. (Fall, Spring, Summer)

Credit available for qualified students who do advanced work for KULT Radio, Cedar River Productions, UNI Cable and/or on other authorized radio/TV/film-multimedia projects. Prerequisite(s): consent of instructor. (Fall, Spring, Summer)
COMM EM 4600/5600 (48E:166g). Selected Topics in Electronic Media — 3 hrs.
Extensive work in specialized electronic media concepts, processes and approaches. May be repeated once on a different topic.
Prerequisite(s): junior standing. (Variable)

COMM EM 4611/5611 (48E:139g). Electronic Media Industries: (Topic) — 3 hrs.
Focus on structures and operations in various types of electronic media industries. Topics indicated in Schedule of Classes. May be repeated for maximum of 6 hours if different topic. Prerequisite(s): COMM EM 1611 (48E:021); junior standing. (Variable)

Examination of processes, functions, and effects of electronic media. Special attention to impact of electronic media on the nature of political process, violence and aggressive behavior, and individual attitudes and behavior. Prerequisite(s): COMM EM 1611 (48E:021); junior standing. (Spring)

COMM EM 4633/5633 (48E:123g). Electronic Media Criticism: (Topic) — 1-6 hrs.
Advanced examination of electronic media products, focusing on history, theory, and aesthetic forms. Topics indicated in Schedule of Classes. May be repeated for maximum of 6 hours if different topic. Prerequisite(s): COMM EM 1611 (48E:021); junior standing. (Variable)

Examination of the rules, regulations, and policy that guide electronic media operations in the U.S. Attention is given to a wide range of topics including regulations, political broadcast rules, media ownership rules, copyright law, obscene and indecent content, and privacy. Prerequisite(s): COMM EM 1611 (48E:021); junior standing. (Spring)

Informational programming responsibilities for multiple platforms of electronic media, including development of a philosophy concerning effective programming and distribution strategies. Prerequisite(s): COMM EM 1611 (48E:021); junior standing. (Variable)

Exploration of decision-making models that can be applied to ethical dilemmas in the electronic media field; and instruction on how to package themselves professionally (cover letter, resume, portfolio). Prerequisite(s): senior standing. (Fall and Spring)

COMM EM 4646/5646 (48E:121g). Electronic Media and Culture — 3 hrs.
Examination of electronic media and its relationship to culture. Use of multiple theoretical approaches to define culture and analyze media products as cultural forms. Prerequisite(s): COMM EM 1611 (48E:021); junior standing. (Fall)

COMM EM 4647/5647 (48E:161g). Communication Technologies — 3 hrs.
Examination of past, current, and emerging technologies used for multiple platforms of electronic communication, and the impact on their users, including theories and practices. Prerequisite(s): COMM COR 1010 (48J:002); junior standing. (Fall and Spring)