

S.I. Newhouse School Of Public Communications

Lorraine Branham, Dean
400 Newhouse I
newhouse.syr.edu



Introduction And Overview

The S.I. Newhouse School of Public Communications is widely regarded as one of the nation's top schools of communications. Engaged in industry partnerships and ongoing curricular development, the scope of the Newhouse School of Public Communications reaches beyond the confines of the classroom. The school prepares students and faculty alike to take a leadership role in addressing the issues of today's rapidly changing media landscape.

The Newhouse School claims a distinguished faculty with a broad range of expertise which is supplemented by visiting communications professionals, regularly bringing new experiences to the classroom. Students study in a modern, three-building complex, which houses multimedia labs, television and photography studios, and sound production and recording facilities. Students are supported in their professional development by the Tina Press and David Rubin Career Development Center which serves students who are engaged in public communications studies and helps them make professional connections and find internships, as well as professional positions.

http://newhouse.syr.edu/Career_Development_Center/students/services/index.cfm

Upon graduation, students join the ranks of Newhouse alums, a large and robust group of communications professionals influencing all aspects of the industry. The Career Development Center encourages networking among alums and between students and alums, supporting their continued involvement in the Newhouse School.

The Newhouse School embraces every known form of public communications offering a rich variety of undergraduate and graduate programs:

Undergraduate:

- Bachelor of Science in Advertising
- Bachelor of Science in Broadcast and Digital Journalism
- Bachelor of Science in Graphic Design
- Bachelor of Science in Magazine
- Bachelor of Science in Newspaper and Online Journalism
- Bachelor of Science in Photography
- Bachelor of Science in Public Relations
- Bachelor of Science in Television, Radio and Film

Graduate: Master's Level

- Master of Arts in Advertising
- Master of Arts in Arts Journalism
- Master of Science in Broadcast and Digital Journalism
- Master of Science in Communications Management
- Master of Arts in Documentary Film and History
- Master of Arts in Magazine, Newspaper, and Online Journalism
- Master of Science in Media Management
- Master of Arts in Media Studies
- Master of Science in Photography
- Dual Masters' Programs in Public Diplomacy (M.S in Public Relations and M.A in International Relations)
- Master of Science Program in Public Relations
- Master of Arts in Television, Radio and Film

Graduate: Doctoral Level

- Ph. D. in Mass Communications

Minors

- Communications Photography
- Public Communications Studies

ACCREDITATION

The S.I. Newhouse School of Public Communications is accredited by the Accrediting Council on Education in Journalism and Mass Communications, and the School is a member of the Association of Schools of Journalism and Mass Communications.

Educational Mission

The Newhouse School's mission is to educate ethical, visionary communicators whose goal is to establish an open marketplace of ideas guided by the First Amendment using contemporary professional practices. In the course of earning their degree, students are expected to achieve the following educational outcomes:

1. Demonstrate strong writing ability.
2. Demonstrate the ability to construct and tell a story effectively in spoken words, images, text and through multi-media.
3. Understand and make use of information technology, and grasp its import for society.
4. Understand effective visual language and how to apply it to create visual messages and enhance communications.
5. Understand the events and issues of the day in public communications and society in an environment both encouraged and deepened by the liberal arts experience.
6. Think analytically, gain numerical proficiency and learn to develop well-researched positions on issues.
7. Demonstrate knowledge of the historical traditions in public communications and of industry practices and products.
8. Demonstrate a knowledge of ethical practice in the communications field, along with an understanding of the responsibilities media practitioners have for the public welfare.
9. Demonstrate an understanding of the First Amendment freedoms of speech and press along with a commitment to using these freedoms in the service of democracy.
10. Demonstrate the ability to work within a team under deadline pressure.
11. Develop the knowledge to compare and contrast media systems around the world.
12. Learn to value, embrace and support diversity in society and the media.
13. Learn to access, evaluate, synthesize and make use of information in the creation of media products.
14. Become media literate and a critical consumer of media content.

Undergraduate Education

Lorraine Branham, Dean

Degree Program Overview

The S.I. Newhouse School of Public Communications offers programs of study that lead to the B.S. degree. Students enrolled in the dual program with the College of Arts and Sciences are granted the degree appropriate to the arts and sciences program of study, either the B.A. or the B.S. Students enrolled in the dual program with the School of Management or with the School of Information Studies also earn the B.S. degree.

Professional coursework in communications may be taken in advertising; broadcast and digital journalism; graphic design; magazine; newspaper and online journalism; photography; public relations; and television, radio and film.

Broad scholarship is stressed in all the programs to ensure that students attain the background necessary for serving in leadership roles in public communications.

All work prepared for classes in the school must be written electronically. Students are encouraged to bring a computer to campus for use in word processing, e-mail, Internet searches, and graphic, multimedia, and photographic presentations.

ACCREDITATION

The S.I. Newhouse School of Public Communications is accredited by the Accrediting Council on Education in Journalism and Mass Communications, and the School is a member of the Association of Schools of Journalism and Mass Communications.

Public communications students at Syracuse University, as at all accredited schools, receive a broad education in completing their degree requirements, devoting more than two-thirds of their study to areas other than communications, and earning a minimum of 65 credits in the liberal arts and sciences. Thirty-eight of the 122 credits required for graduation may be taken within the Newhouse School.

Graduation Requirements

For academic rules and regulations that apply to all Syracuse University students, see the Academic Rules and Regulations section of Online Course Catalog, which also contains special regulations that apply to all students matriculated in the S.I. Newhouse School of Public Communications. In addition, the following rules and regulations apply to students in the S.I. Newhouse School of Public Communications.

In addition to meeting all general University requirements for graduation, students must complete a minimum of 122 credits of coursework, of which 30 must be taken in residence at Syracuse University. All students must take a minimum of 30 credits in public communications courses.

SINGLE ENROLLMENT

Students who are singly enrolled in the Newhouse School of Public Communications must satisfy the general requirements of the professional program they are pursuing. Non-public communications requirements assure a broad education, and a minor or an area of specialization provides special competency in a selected field of study outside the school.

Singly enrolled students must:

1. Fulfill 65 credits in the College of Arts and Sciences.
2. Complete the following general skills requirements:
 - first semester writing course;
 - two courses in foreign languages;
 - one course in quantitative skills from the following list: MAT 121, MAT 183, MAT 221, or STT 101;
 - one additional skills course in foreign languages, quantitative skills, speech, or computer skills. Courses approved for this requirement include: any 3 to 4 credit foreign language course, ACC 151, ACC 201, CIS 252, CPS 181, CPS/CAS 196, IST 195, CRS 225, CRS 325, MAS 261, MAT 122, MAT 221, MAT 222, MAX 201, PSY 252, and SWK 361;
 - two writing intensive courses from an approved list. (See The College of Arts and Sciences Core Requirement for listing of writing intensive courses.)
3. Complete the following divisional requirements:
 - two courses (6 credits) in social sciences
 - two courses (6 credits) in humanities;
 - two courses (6 to 8 credits) in natural sciences and mathematics;
 - four additional courses (12 to 16 credits) from any of the three areas listed above.

All courses fulfilling divisional requirements must be from the Divisional Lists included in the *Newhouse School Fact Book 2010-2011*.

For updated information, check with the Newhouse Undergraduate Records Office.

4. Complete the requirements of one major plan of study in the Newhouse School of Public Communications. Up to 38 credits in Newhouse may be counted in the 122 credits needed for graduation.
5. Complete a minor or an area of specialization comprising at least 18 credits in a single department in a school or college other than public communications. At least 12 of these credits must be in upper-division courses. This minor or area of specialization may include courses taken to fulfill requirements other than the major. A complete list of minors offered by Syracuse University can be found in the online *Course Catalog*. The minors in Public Communications Studies and in Communications Photography are intended for students who are not enrolled in the Newhouse School.
6. Complete enough credits in electives to total 122 credits, which is required for graduation. These electives may be taken in any school or college within the University. No more than four credits may be in physical education.

DUAL ENROLLMENT

Students dually enrolled in the Newhouse School of Public Communications and another school or college within the University must fulfill the degree requirements of both schools. Upon graduating, they receive a bachelor's degree (one diploma) conferred jointly by the two schools.

Formal dual programs of study are available in cooperation with the College of Arts and Sciences, the School of Information Studies, and the Martin J. Whitman School of Management.

ADMISSION TO MAJOR PROGRAMS

Students must declare a major program of study before the end of the sophomore year. Students majoring in photography may need a minimum of five semesters on Main Campus to complete the major. Admission to the photography and the graphic design programs is based on acceptance of a portfolio presented after a student completes the first graphic design and photography courses. Admission to the creative sequence in advertising is based upon a student receiving a grade of B+ or better in ADV 401 and upon a positive committee review of a portfolio.

INTRA-UNIVERSITY TRANSFER

To be eligible for internal transfer into the Newhouse School of Public Communications, Syracuse University students must have earned at least 30 credits in courses graded A-F at Syracuse before transferring. Admission is based upon a student's cumulative Syracuse GPA, which includes all SU courses. The GPA required for admission varies each semester depending upon the number of spaces available and the number and strength of the applicants. Students must complete the necessary paperwork no later than the last day of classes of the sophomore year. Students are admitted twice each year. Application deadlines are December 15 and May 1. Applications must be turned in to 316 Newhouse 3, the Newhouse Undergraduate Records Office. Students wishing to major in photography may need a minimum of five semesters on Main Campus to complete this major.

TRANSFER CREDIT

The Newhouse School accepts a maximum of 12 transfer credits in communications. Transfer credit in communications must be judged applicable to the student's major to be acceptable, in addition to meeting general University criteria for transfer credit.

STUDY ABROAD

London, a world center for communications, has a special appeal for students in advertising; graphics; public relations; journalism; photography; and television, radio, and film. The programs offered abroad in these areas are intended for third-year students who have completed introductory courses.

Public communications students who participate in the SU Abroad London program may take six credits in the major area of study. Photography courses usually are offered during the fall semester. Courses in advertising, journalism, public relations, and courses in television, radio, and film are typically offered both semesters. The balance of the academic program consists of courses selected from other components of the program in London, which may include Arts and Sciences and Management.

Also, through Syracuse University Abroad, the Newhouse School of Public Communications offers public communications courses in Madrid, Spain, and Strasbourg, France. In addition, students in Madrid may select from courses offered in anthropology, biology, fine arts, history, economics, political science, religion, sociology, management, and Spanish language and literature. Those fluent in Spanish may do part or all of their coursework at the Autónoma University of Madrid. In Strasbourg, students may choose from courses in economics, fine arts, French language and literature, history, philosophy, political science, religion, and sociology. Those fluent in French may do part or all of their coursework at the University of Strasbourg.

Students who do not need to take a communications course during their semester abroad also have the options of studying in Santiago, Chile; Florence, Italy; or Beijing or Hong Kong, China. Direct placement in foreign universities or programs in Africa, Australia, Costa Rica, Dominican Republic, Ecuador, Egypt, Germany, India, Ireland, Israel, Japan, Korea, Poland, Russia, Turkey, and the West Indies is also available. For further information, contact Syracuse University Abroad, 106 Walnut Place, 315-443-3471.

STUDY In LOS ANGELES

Students in the S.I. Newhouse School of Public Communications have the opportunity to study for a semester in Los Angeles. This new program particularly accommodates students who are majoring in Television, Radio and Film. Students spend one semester in either the junior or senior year in Los Angeles. During this semester, students engage in a professional internship, as well as take two or three courses in a variety of communications topics taught by professionals prominent in their field. Students may also continue to pursue their liberal arts studies through enrolling in one or more online courses offered by the College of Arts and Sciences. More information can be found at <http://lasemester.syr.edu/>

Minors

MINOR IN PUBLIC COMMUNICATIONS STUDIES

Coordinator Karen McGee, Assistant Dean
315 Newhouse 3, 315-443-1908

Goal

The goal of this minor is to permit students to examine how the process of public communications affects society. Students will learn how the various media and messages of public communications, including newspapers, magazines, books, radio, television, film, advertising, public relations, photography, graphics, online journalism, and new media influence specific audiences and shape society in the United States and globally.

Audience

This minor is intended for Syracuse University students who are not enrolled in the School of Public Communications. Students choosing this minor should have an interest in learning more about the social, political, economic, ethical, and legal effects of public communications on their lives as citizens, professionals, and leaders in our society.

Entrance Requirements

Applicants are admitted on a space-available basis depending upon cumulative GPA. To be eligible, a student must have completed 30 credits at Syracuse University in courses graded A-F and must submit an application to the Newhouse Undergraduate Records Office (316 N3) by December 15 for spring admission or May 1 for fall admission. Students must declare the public communications minor no later than the first semester of their junior year.

To declare a minor, students must file a declaration form indicating specific courses selected. The form must be approved by Assistant Dean Karen McGee (315 Newhouse 3) and by the student's home college. See *Academic Offerings* for course choices in the minor.

MINOR IN COMMUNICATIONS PHOTOGRAPHY

Coordinator Karen McGee, Assistant Dean
315 Newhouse 3, 315-443-1908

Goal

The members of the Multimedia Photography and Design Department know that life is enriched with the knowledge of how to make high-quality, meaningful images. The purpose of this minor is to provide photography expertise to complement the student's primary area of study.

Audience

This minor is intended for Syracuse University students who are not enrolled in the School of Public Communications. Photography is a valuable tool, of benefit to the architect, sociologist, biologist, forester, anthropologist, teacher, fashion designer, and students pursuing many other professions.

Entrance Requirements

Applicants are admitted on a space-available basis depending upon cumulative GPA. To be eligible, a student must have completed 30 credits at Syracuse University in courses graded A-F, completed PHO 301 and GRA 217, passed the Multimedia Photography and Design Department's portfolio review, and submitted an application to the Newhouse Undergraduate Records Office (316 N3) by December 15 for spring admission or May 1 for fall admission. Students must declare the communications photography minor no later than the first semester of their junior year.

To declare a minor, students must file a declaration form indicating the specific courses selected. The form must be approved by Assistant Dean Karen McGee (315 Newhouse 3) and by the student's home college. See *Academic Offerings* for courses choices in the minor.

Research Centers

BLEIER CENTER FOR TELEVISION AND POPULAR CULTURE

The S.I. Newhouse School is the home of the Bleier Center for Television and Popular Culture. The center maintains a large archive of television scripts and history, including videotaped memories of such television pioneers as Steve Allen, Daniel Schorr, and Betty White. The center presents major industry figures as artists-in-residence, sponsors symposia on critical issues in television, and oversees the publication of a Syracuse University Press series of books on television. For further information contact Robert Thompson, director, 315-443-4077, <http://tvcenter.syr.edu/>

TULLY CENTER FOR FREE SPEECH

The S.I. Newhouse School is the home of the Tully Center for Free Speech, which educates students and the public about the value of free speech. The Center sponsors educational programs and conducts research related to media law and free speech, serves as a clearinghouse on media law issues in New York State, and supports interdisciplinary work on free speech topics at Syracuse University. For further information contact the director at 315-443-7353, <http://tully.syr.edu/>

Library Resources And Services

Syracuse University Library supports teaching, learning, and research at the Newhouse School by providing a wide array of research support services, facilities, and on-site and online resources <http://library.syr.edu/>

Library collections in public communications cover advertising, broadcast journalism, print and online journalism, communication theory and research, law of the press, public relations, printing, photography, film, and freelance writing. Communications-related databases, accessible from any location on or off campus, include *Lexis Nexis*, *Factiva*, *The New York Times Historic Archives*, *AP Images*, *Vanderbilt University's Television News Archive*, *JSTOR*, *Communications & Mass Media Complete*, *World Advertising Research Center*, *ProQuest Dissertations & Theses Full Text*, and many more. In addition, the library has hundreds of videos and DVDs, sound recordings, and media trade magazines; collections of the memoirs of foreign correspondents; and private papers of American newsmen, broadcasters, authors, and cartoonists.

The library's Special Collections Research Center is the repository for the papers of several American columnists of national note—Drew Pearson, Westbrook Pegler, George Sokolsky, Harold Ickes, Dorothy Thompson, and Arthur Brisbane; an outstanding collection of prints, negatives, and personal papers of noted photographer Margaret Bourke-White; and personal papers and scripts of communications personalities Norman Corwin, Mike Wallace, and Fulton Lewis Jr., as well as those involved in the business of television, such as Ed Bleier. The library also maintains an extensive archive of scripts, videos, and personal papers in the field of television history, including scripts and production notes from *NYPD Blue* and *Party of Five*; scripts and videotapes of *St. Elsewhere*; and interviews by *Christian Science Monitor* correspondent Arthur Unger and television critic Steven H. Scheuer.

Facilities

The S.I. Newhouse School's Buildings are known on campus as Newhouse 1, 2, and 3. All three buildings have faculty offices and classrooms capable of supporting Web, KeyNote, PowerPoint and advanced multimedia presentations.

Newhouse 1 contains administrative offices; computerized news writing and editing laboratories with research tools, such as SPSS; motion graphic and multimedia laboratories supporting digital imaging, Final-Cut© editing, and digital sound; Adobe Creative Suites©; an advertising/public relations campaigns laboratory; and the Bill Glavin Magazine Lab, a collaborative space for magazine writing and production. There is a large professional photography studio with large-format digital imaging capabilities, and there are laboratories for electronic imaging and digital color printing.

Newhouse 2 contains two television studios with a master control room and an extensive field-equipment facility that monitors the use of dozens of digital video camera systems (HDV, DV, DVCam, DVCpro formats), lights, microphones, and other production accessories. Post-production facilities include linear video-editing suites; nonlinear editing suites (AVID© and Final Cut Pro©), including six high-definition suites; 24-channel, digital music-recording studio; two digital post-production sound studios equipped with Pro Tools© HD and 5.1 surround sound capabilities; an extensive sound effects and music collection; Photoshop© and After Effects© graphic systems; and an encoder and server for video streaming on the web. There is a multiroom complex for teaching broadcast journalism that contains a newsroom and writing laboratories equipped with ELECTRONIC NEWS PRODUCTION SYSTEM© (ENPS); a radio production lab where students edit digital news stories using Audacity©; a studio devoted to learning live reporting; and screening and viewing rooms. In addition, students are involved extensively in the University's Orange Television Network <http://orangetv.syr.edu>, which is headquartered in Newhouse 2.

Newhouse 3 houses a 350-seat auditorium; a collaborative media suite in which students can build web-based, interactive information sites; executive education interactive classrooms; student lounges; spaces for media-related student activities; and a research center. A dining and social area connects all three buildings in the center of the complex. A glass-enclosed bridge connecting Newhouse 1 and 2 provides a walkway with a winter garden setting for studying or socializing.

Academic Offerings

Advertising

Contact James Tsao, Chair
318 Newhouse 3, 315-443-7362

Faculty Amy P. Falkner, Jong-Hyuk Jung, Carla V. Lloyd, Edward W. Russell, Brian Sheehan, James Tsao

Recognized as one of the top advertising programs in the country, the advertising major in Newhouse helps students to become "big thinkers" and future advertising leaders. The curriculum provides an interdisciplinary approach to learning, introducing students to both theory and practice through project-based experiences using real clients. Besides taking core courses in advertising and communications, students are encouraged to use their electives to develop an emphasis within their major with the help of their advisors.

Recent successes of advertising students include first place in the 2009 National Student Advertising Competition and in the General Motors GM&U Marketing Challenge. This major requires 31-37 credits in communications, depending upon the nature of the two electives which students choose to develop their advertising emphasis.

MAJOR REQUIREMENTS

Required Courses (25 CREDITS)

| | |
|---------|---|
| ADV 206 | Advertising Practice in a Diverse Society |
| ADV 208 | The "Big Idea" in Advertising |
| ADV 307 | Conceptual and Creative Thinking in Media Planning |
| ADV 509 | Advertising Research and Planning: A Case Study Approach |
| COM 101 | Practical Grammar for Public Communications (1 credit) |
| COM 107 | Communications and Society |
| COM 117 | Multimedia Storytelling |
| COM 344 | Diversity and Media Issues (1 credit, plus 3 credits of Arts and Sciences)* |
| COM 408 | Advertising and Public Relations Law (2 credits) |
| GRA 217 | Introduction to Graphic Design |

*COM 344 Race, Gender, and the Media can be used to satisfy the diversity requirement instead of COM 344 and an approved course in the College of Arts and Sciences.

Capstone Requirement: Choose One (3 Credits)

| | |
|---------|--|
| ADV 425 | Integrated Advertising Campaigns |
| PRL 325 | Public Relations Campaign Planning and Execution |

Additional Requirements

Collaborative Intensive Experience
Global Experience

Emphasis (9 CREDITS)

Students are expected to complete an emphasis which complements their individual career goals. Faculty advisors will work with students to put together a series of three electives to fulfill the requirement. At least one of the three electives must be a Newhouse course. Emphases may include, but are not limited to, creative production skills and advertising messages, ethnographic and socio-psychological study of human and institutional behaviors, strategic planning, account management and branding, internet advertising, integrated media planning, account planning and consumer research, advertising law, advertising for social causes, and political advertising.

Total: 31-37 Newhouse credits required.

Broadcast And Digital Journalism

Contact Dona Hayes, Chair
318 Newhouse 3, 315-443-1944

Faculty Hubert Brown, Michael Cremedas, Frank Currier, Barbara C. Fought, Dona Hayes, E. Robert Lissit, Suzanne Lysak, John Nicholson, Donald C. Torrance, Chris Tuohey, Randy Wenner

Students in the broadcast and digital journalism program learn writing, information gathering and reporting, formatting, editing, anchoring, and producing for both traditional and digital media platforms. Among the tools that students use to report live are some of the latest technologies, such as Twitter© and Skype©. Students also study critical issues (including ethical dilemmas) faced in today's complex communications environment. "Hands-on" experience is emphasized in the broadcast and digital journalism curriculum.

Majors are encouraged to take advantage of University-sponsored internships at broadcast stations (both local and network) across the country. Additionally, students have the opportunity to do extracurricular work at campus radio and television stations.

MAJOR REQUIREMENTS

This is a 38-credit major. The sequence of courses that follows requires a minimum of four Main Campus semesters to complete. Students majoring in broadcast journalism will take the following courses:

Required Courses (29 Credits)

| | |
|---------|---|
| BDJ 204 | News in a Multimedia World <i>or</i> |
| NEW 205 | News Writing |
| BDJ 265 | Broadcast Journalism Studio Production (1 credit) |
| BDJ 311 | Broadcast and Digital News Writing |
| BDJ 364 | Radio and Digital Audio News Reporting |
| BDJ 464 | Television and Digital Audio News Reporting |
| COM 101 | Practical Grammar for Public Communications (1 credit) |
| COM 107 | Communications and Society |
| COM 117 | Multimedia Storytelling |
| COM 344 | Diversity and Media Issues (1 credit, plus 3 credits of Arts and Sciences)* |
| COM 505 | Communications Law for Journalists |
| MPD 205 | Photography for Broadcast News (2 credits) |
| NEW 345 | Critical Perspective on News |

*COM 346 Race, Gender, and the Media can be used to satisfy the diversity requirement instead of COM 344 and an approved course in the College of Arts and Sciences.

CAPSTONE REQUIREMENT (3 CREDITS)

BDJ 465 Television and Digital News Producing and Presenting

Additional Requirements

Collaborative Experience
Global Experience

Newhouse Electives (6 Credits)

Broadcast and Digital Journalism students choose two Newhouse electives. In consultation with their advisers, students should select as Newhouse electives courses that expand and enrich their knowledge of communications.

Total: 38 Newhouse credits required.

Communications Photography Minor

Coordinator Karen McGee, Assistant Dean
315 Newhouse 3, 315-443-1908

Curriculum Requirements

Students must complete 18 credits of which 12 credits must be at the 300-level or above.

Three Required Courses

COM 107 Communications and Society
PHO 301 Principles of Photography I with PHO 556 Basic Photo Lab
PHO 302 Principles of Photography II

Fourth Course (Choose One)

PHO 403 Advertising and Illustration Photography I with PHO 560 Advanced Photo Lab
PHO 405 Photojournalism and Multimedia with PHO 560 Advanced Photo Lab

Two Additional Courses

Any Newhouse course for which the student has the prerequisites.

To declare a minor, students must file a declaration form indicating the specific courses selected. The form must be approved by Assistant Dean Karen McGee (315 Newhouse 3) and by the student's home college.

Graphic Design

Contact Anthony R. Golden, Chair
Department of Multimedia Photography and Design
318 Newhouse 3, 315-443-2304

Faculty Anthony R. Golden, Ken Harper, Lawrence Mason Jr., Bruce Strong, David C. Sutherland, Sherri Taylor

Students interested in visual communications are drawn to the graphic design program because of its emphasis on both design, image, interactivity and communications. Students can develop design skills for both print and multimedia environments, as they also develop communications writing skills, photography skills, and knowledge of communications law, ethics, and business.

Admission to the program is based on acceptance of a portfolio of photography, graphics work, and communications writing after completing GRA 217 and PHO 301.

MAJOR REQUIREMENTS

Students majoring in graphic design must complete 38 credits within the Newhouse School of Public Communications. The major requirements follow.

Required Courses (32 Newhouse Credits)

| | |
|---------|---|
| COM 101 | Practical Grammar for Public Communications (1 credit) |
| COM 107 | Communications and Society |
| COM 117 | Multimedia Storytelling |
| COM 344 | Diversity and Media Issues (1 credit, plus 3 credits of Arts and Sciences)* |
| COM 505 | Communications Law for Journalists <i>or</i> |
| COM 506 | Communications Law for Television, Radio, Film |
| GRA 217 | Introduction to Graphic Design |
| GRA 356 | Type and Image for Multimedia (2 credits) |
| GRA 437 | Typographic Design |
| GRA 447 | Motion Graphics and User Experience |
| GRA 477 | Graphic Design Problems |
| NEW 205 | News Writing** |
| PHO 301 | Introduction to Photography for Multimedia |
| PHO 357 | Photography for Graphic Design (1 credit) |

*COM 346 Race, Gender, and the Media can be used to satisfy the diversity requirement instead of COM 344 and an approved course in the College of Arts and Sciences.

**Or other Newhouse writing class by petition

Capstone Requirement (3 Credits)

MPD 478 Graphic Design Capstone

Additional Requirements

Collaborative Experience
Global Experience
EEE 370 Introduction to Entrepreneurship and Emerging Enterprises
(Whitman School of Management)
PHI 293 Ethics in the Media (College of Arts and Sciences)

Newhouse Elective (3 Credits)

Graphic design majors are required to take one Newhouse elective.

Total: 38 Newhouse credits required.

Magazine

MAGAZINE

Contact Melissa Chessher, Chair
318 Newhouse 3, 315-443-4004

Faculty Harriet Brown, Melissa Chessher, Mark Obbie

Students seeking a bachelor's degree in magazine face realistic and exacting assignments designed to prepare them for careers in the magazine field, both in print and online. In small classes, students develop and perfect their ability to research, write, and edit. In addition, they study areas such as graphics, law, and ethics. Students must take MAG 406 and MAG 408 during different semesters.

MAJOR REQUIREMENTS

Students are required to complete 35 Newhouse credits in the magazine major. The major requirements are outlined below.

Required Courses (29 Credits)

| | |
|---------|---|
| COM 101 | Practical Grammar for Public Communications (1 credit) |
| COM 107 | Communications and Society |
| COM 117 | Multimedia Storytelling |
| COM 344 | Diversity and Media Issues (1 credit, plus 3 credits of Arts and Sciences)* |
| COM 505 | Communications Law for Journalists |
| GRA 217 | Introduction to Graphic Design |
| MAG 205 | An Introduction: Editorial, Ethics, and the Business of Magazines |
| MAG 406 | Magazine Article Writing |
| MAG 408 | Magazine Editing |
| NEW 205 | News Writing |
| NEW 305 | Reporting |

*COM 346 Race, Gender, and the Media can be used to satisfy the diversity requirement instead of COM 344 and an approved course in the College of Arts and Sciences.

Capstone Requirement: CHOOSE ONE (3 CREDITS)

| | |
|---------|----------------------------------|
| MAG 407 | Writing Portfolio |
| MAG 409 | FIRST ISSUE: Starting a Magazine |
| ICC 505 | Web Journalism and Innovation |

ADDITIONAL REQUIREMENTS

Collaborative Intensive Experience
Global Experience

Newhouse Elective (3 Credits)

Magazine majors are required to take one Newhouse elective.

Total: 35 Newhouse credits.

Newspaper And Online Journalism

Contact Steve Davis, Chair
318 Newhouse 3, 315-443-3371

Faculty Lorraine Branham, Steve Davis, Joan A. Deppa, Elizabeth Lynne Flocke, Seth Gitner, Charlotte Grimes, Joel Kaplan, Johanna Keller, Robert E. Lloyd, Stephen M. Masielac, R. Gustav Niebuhr, Francis Ward, Jay B. Wright

Students in the newspaper program learn to meet the challenges of the complex and evolving print industry, which remains the provider of news online. Classes cover how to produce content using all the written and visual tools, and how to deliver it and design it for all the platforms where news is featured. Emphasis remains on learning the traditional core skills such as interviewing, reporting and writing. Students produce multimedia content for the Newhouse School's news website, <http://www.thenewhouse.com/>, as well as for local media outlets that participate in a strong internship program. Studies also include diversity issues, law and ethics.

MAJOR REQUIREMENTS

The newspaper and online journalism major requires 35 Newhouse credits. The major requirements are outlined below. NEW 305 must be completed no later than the first semester of the senior year.

Required Courses (29 Newhouse Credits)

| | |
|---------|---|
| COM 101 | Practical Grammar for Public Communications (1 credit) |
| COM 107 | Communications and Society |
| COM 117 | Multimedia Storytelling |
| COM 344 | Diversity and Media Issues (1 credit, plus 3 credits of Arts and Sciences)* |
| COM 505 | Communications Law for Journalists |
| GRA 217 | Introduction to Graphic Design |
| NEW 205 | News Writing |
| NEW 305 | Reporting |
| NEW 345 | Critical Perspective on News |
| NEW 405 | Advanced Reporting |
| NEW 496 | Senior Portfolio (0 credits) |
| NEW 508 | Newspaper Editing |

*COM 346 Race, Gender, and the Media can be used to satisfy the diversity requirement instead of COM 344 and an approved course in the College of Arts and Sciences.

CAPSTONE REQUIREMENT: CHOOSE ONE (3 CREDITS)

| | |
|---------|---|
| NEW 509 | Advanced Newspaper Editing |
| NEW 530 | Selected Topics in Specialized Reporting (variable title) |
| NEW 535 | Newspaper and Magazine Practicum |

ADDITIONAL REQUIREMENTS

Collaborative Intensive Experience
Global Experience

Newhouse Elective (3 Credits)

Newspaper and online journalism majors are required to take one Newhouse elective.

Total: 35 Newhouse credits.

Photography

Contact *Anthony R. Golden, Chair*
Department of Multimedia Photography and Design
318 Newhouse 3, 315-443-2304

Faculty Anthony R. Golden, Ken Harper, Lawrence Mason Jr., Bruce Strong, David C. Sutherland, Sherri Taylor

The photography program offers two professionally oriented sequences: illustration photography and photojournalism. Admission to the photography program is based on acceptance of a portfolio of photography, graphics, and communications writing after completing GRA 217 and PHO 301. Both the illustration photography and the photojournalism major tracks emphasize multimedia storytelling and production using still imaging, video and sound to produce final products for print and the web. Photographers work closely with graphic designers and students and faculty from other Newhouse majors. Students also study entrepreneurship, communications law and ethics, as well as develop communications writing and graphic design skills.

Illustration Photography

The sequence in illustration photography covers the areas of advertising, commercial, fashion, and magazine illustration photography for print and the Web.

Photojournalism

The sequence in photojournalism is designed for students interested in visual journalism both online and in print.

MAJOR REQUIREMENTS

Photography majors must complete 38 credits within the Newhouse School of Public Communications and other requirements as outlined below.

Requirements For Both Sequences (23 Newhouse Credits):

| | |
|---------|---|
| COM 101 | Practical Grammar for Public Communications (1 credit) |
| COM 107 | Communications and Society |
| COM 117 | Multimedia Storytelling |
| COM 344 | Diversity and Media Issues (1 credit, plus 3 credits of Arts and Sciences)* |
| COM 505 | Communications Law for Journalists** |
| GRA 217 | Introduction to Graphic Design |
| GRA 357 | Type and Image for Photography (1 credit) |
| NEW 205 | News Writing |
| PHO 301 | Introduction to Photography for Multimedia |
| PHO 356 | Photography for Multimedia (2 credits) |

*COM 346 Race, Gender, and the Media can be used to satisfy the diversity requirement instead of COM 344 and an approved course in the College of Arts and Sciences.

**Photography majors completing the Illustration Photography sequence have a choice of COM law courses, either COM 505 or COM 506: Communications Law for Television, Radio, Film.

Additional Requirements For Illustration Photography (12 Newhouse Credits)

PHO 403 Advertising and Illustration Photography I
PHO 404 Advertising and Illustration Photography II
PHO 405 Photojournalism and Multimedia
CAPSTONE REQUIREMENT:
MPD 406 Advertising and Illustration Photography Capstone

ADDITIONAL REQUIREMENTS FOR PHOTOJOURNALISM (12 NEWHOUSE CREDITS)

PHO 403 Advertising and Illustration Photography I
PHO 405 Photojournalism and Multimedia
PHO 425 Picture and Multimedia Editing
CAPSTONE REQUIREMENT:
MPD 426 Photojournalism and Multimedia Editing Capstone

Additional Requirements For Both Sequences

Collaborative Experience
Global Experience
EEE 370 Introduction to Entrepreneurship and Emerging Enterprises
(Whitman School of Management)
PHI 293 Ethics in the Media (College of Arts and Sciences)

Newhouse Elective For Both Sequences (3 Credits)

Photography majors are required to take one Newhouse elective.

Total: 38 Newhouse credits required.

Public Communications Studies Minor MINOR IN PUBLIC COMMUNICATIONS STUDIES

Coordinator Karen McGee, Assistant Dean
315 Newhouse 3, 315-443-1908

Curriculum Requirements

Students must complete 18 credits of which 12 credits must be 300-level or above.

Two Required Courses

COM 107 Communications and Society
COM 505 Communications Law for Journalists
or
COM 506 Communications Law for Television, Radio, Film

Four Additional Courses From Any Of The Following Categories:

A. Gateway to the Disciplines

ADV 206 Advertising Practice in a Diverse Society
PRL 206 Public Relations Principles and Concepts
MAG 205 An Introduction: Editorial, Ethics, and the Business of Magazines
TRF 235 Principles and Practices: Television-Radio-Film Industries

B. Critical Issues

ADV 345 Economics, Persuasion, and the Global Marketplace
COM 346 Race, Gender, and the Media
COM 347 Federal Government and the Media
GRA 345 Visual Issues in the Media
PRL 345 The Ethics of Advocacy
NEW 345 Critical Perspective on News
TRF 345 Critical Perspectives: Electronic Media, Film

C. History of Public Communications

COM 515 History of the Media in the United States in the Modern Age

D. Public Communications, Politics, and Society

TRF 436 Social Effects of Television

E. Global Public Communications

COM 527 International Communications (SU Abroad, London)
PRL 400 Introduction to Public Relations Abroad (SU Abroad, London)
TRF 560 Topics in International Perspectives

F. Creators of Public Communications

TRF 530 Popular Culture Studies

G. Open choice (no more than one course)

One other Newhouse course for which the student has the prerequisites

To declare a minor, students must file a declaration form indicating specific courses selected. The form must be approved by Assistant Dean Karen McGee (315 Newhouse 3) and by the student's home college.

Public Relations

Contact Brenda J. Wrigley, Chair
318 Newhouse 3, 315-443-9206

Faculty Shannon Bowen, Dennis F. Kinsey, Robert M. Kucharavy, Maria P. Russell, Brenda J. Wrigley, Sung-Un Yang

Public relations is the management of communication between an organization and its publics. The public relations program provides students with instruction in the principles, processes, skills, and management of public relations programs designed to attain or maintain inter-organizational or social accord. Students learn both the basic skills of writing, graphics, and oral presentation, as well as the managerial functions of planning, research, campaign development, and evaluation. The program prepares students with a solid ethical foundation, an understanding of diversity and multiculturalism, and an understanding of the use of social media for strategic engagement with an organization's publics. This is a 34-credit major. Students majoring in Public Relations must take the following requirements.

MAJOR REQUIREMENTS

Required Courses (31 Credits)

COM 101 Practical Grammar for Public Communications (1 credit)
COM 107 Communications and Society
COM 117 Multimedia Storytelling
COM 344 Diversity and Media Issues (1 credit, plus 3 credits of Arts and Sciences)*
COM 408 Advertising and Public Relations Law (2 credits)
GRA 217 Introduction to Graphic Design
PRL 206 Public Relations Principles and Concepts
PRL 214 Writing for News and Public Relations in a Digital Age
PRL 215 Advanced Public Relations Writing in a Digital World
PRL 315 Public Relations Research
PRL 325 Public Relations Campaign Planning and Execution
PRL 345 Ethics of Advocacy

*COM 346 Race, Gender, and the Media can be used to satisfy the diversity requirement instead of COM 344 and an approved course in the College of Arts and Sciences.

Capstone Requirement (3 Credits)

PRL 497 Public Relations Management

Additional Requirements

Collaborative Intensive Experience
Global Experience

Total: 34 Newhouse credits required.

Television, Radio And Film

Contact Michael Schoonmaker, Chair
318 Newhouse 3, 315-443-4004

Faculty Richard L. Breyer, Fiona Chew, Richard Dubin, Larry Elin, Tula Goenka, Sharon R. Hollenback, Patricia H. Longstaff, Peter K. Moller, Douglas Quin, Michael Schoonmaker, Evan Smith, Robert J. Thompson, Donald C. Torrance, Roosevelt R. Wright Jr.

The Television, Radio and Film program prepares future leaders in the television, radio, film and interactive media industries. The major consists of a minimum of 12 courses. Seven of these are core courses which introduce students to fundamental issues, practices, and concepts of television-radio-film environments. An extensive array of elective courses provides students the opportunity to tailor programs of study that fit their unique learning objectives. The TRF department offers a number of popular culture courses in association with the Bleier Center for Television and Popular Culture, <http://tvcenter.syr.edu/>

Students are encouraged to participate in our Semester in Los Angeles and study abroad opportunities (<http://studyabroad.syr.edu/>). Alumni have gone on to pursue a wide variety of careers as producers, writers, directors, designers, agents, editors, executives, attorneys, and media educators.

MAJOR REQUIREMENTS

This is a 36-credit major. Students majoring in television, radio and film must fulfill the following requirements:

Required Courses (23 Credits)

| | |
|---------|---|
| COM 101 | Practical Grammar for Public Communications (1 credit) |
| COM 107 | Communications and Society |
| COM 117 | Multimedia Storytelling |
| COM 344 | Diversity and Media Issues (1 credit, plus 3 credits of Arts and Sciences)* |
| COM 506 | Communications Law for Television, Radio, Film |
| TRF 205 | Sight, Sound and Motion |
| TRF 211 | Screenwriting |
| TRF 235 | Principles and Practices: Television, Radio, Film Industries |
| TRF 345 | Critical Perspectives: Electronic Media, Film |

*COM 346 Race, Gender, and the Media can be used to satisfy the diversity requirement instead of COM 344 and an approved course in the College of Arts and Sciences.

Captone Requirement: Choose One (3 Credits)

| | |
|---------|----------------------------------|
| TRF 461 | Advanced Management Seminar |
| TRF 465 | Production Practicum--Television |
| TRF 467 | Screenwriting Master Class |
| TRF 468 | Advanced Practice: Audio |
| TRF 469 | Advanced Practice: Filmmaking |

Additional Requirements

Collaborative Experience
Global Experience
PHI 293 Ethics in the Media (College of Arts and Sciences)

Directed Newhouse Electives (10 Credits)

TRF majors work closely with their academic advisor to tailor upper-division Newhouse course work (300-level or higher) to their individual learning and career goals. Students are welcome to explore other areas of communications outside of TRF, as long as they work closely with their advisor to secure permission. Study areas include, but are not limited to audio and radio, television and cinema studies, film and television production, screenwriting, or management.

Total: 36 Newhouse credits required.

Courses

Advertising

ADV 200 **Selected Topics 1-3 IR**

Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester. R

ADV 206 **Advertising Practice in a Diverse Society 3 S**

Introduce students to the role of advertising in business. Students will learn basic concepts, regulations, ethics, and diversity associated with advertising as well as how advertising fits into the marketing structure of most industries.

ADV 207 **Writing Advertising Strategies and Executions 3 S**

Students are taught the fundamentals of developing advertising strategies for campaigns; presentation and defense of strategic plans as well as practice in creating advertisements from self-created strategies.

ADV 208 **The Big Idea in Advertising 3 S**

A look at the most creative advertising strategies and advertising agencies. Develop a critical understanding of a Big Idea in advertising; how it's developed, nurtured, exploited and the impact it can have.

ADV 300 **Selected Topics 1-3 IR**

Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester. R

ADV 307 **Conceptual and Creative Thinking in Media Planning 3 IR**

Students learn media planning fundamentals to understand how different media are used to enhance the persuasive power of the advertising message. The class will prepare a media plan to support a marketing communications campaign.
PREREQ: ADV 208.

ADV 345 **Economics, Persuasion, and the Global Marketplace 3 Y**

Double Numbered with: ADV 645
Persuasive communications' impact on and relationship to society. Evaluation of effects of advertising on national and global economies. Critical evaluation of persuasive appeals. Discussion of marketing to children, political persuasion, alcohol and tobacco promotion. Additional work required of graduate students.
PREREQ: COM 107.

ADV 400 **Selected Topics 1-3 IR**

Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester. R

ADV 401 **Portfolio I 3 S**

Major components that go into creating print ad campaigns including benefit, strategy, conceptual thinking, art direction, and copywriting.
PREREQ: ADV 207.

ADV 402 **Promotional Writing 3 S**

Forms of writing used in the major marketing communications disciplines, including advertising, sales promotion, direct marketing, and product publicity. Students will develop promotional executions in a variety of media. Emphasis on strategy development and writing.
PREREQ: ADV 206, 207.

ADV 421 **Portfolio II 3 S**

Students begin to craft their portfolios. They will complete a variety of advertising print campaigns that will readily demonstrate a strong command of layout, design, copywriting, and conceptual thinking.
PREREQ: ADV 401.

ADV 425 **Integrated Advertising Campaigns 3 S**

Function as a full service advertising agency, encompassing all the disciplines studied during the student's tenure at Newhouse. Students work with clients and execute a complete campaign, from strategy to creative executions and a media plan.
PREREQ: ADV 307 OR ADV 421..

ADV 431 **Portfolio III 3 S**

This course will help students complete their portfolios which will consist of 20 advertisements, including three complete ad campaigns. Oral presentation, job hunting, and the analysis of various ad markets.
PREREQ: ADV 307 OR 421.

ADV 500 **Selected Topics 1-6 IR**

Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester. R

ADV 507 **Strategic Media Planning 3 S**

Students will develop a strategic and advanced working knowledge of advertising media planning and buying, audience measurement, media research, new media concepts, audience segmentation and sales presentation.
PREREQ: ADV 307.

ADV 509 **Advertising Research and Planning: A Case Study Approach 3 S**

Students will learn how to apply theory and practice of advertising research by analyzing cases and studies in marketing communications and academic publications. Account planning, qualitative, and quantitative research skills are emphasized.
PREREQ: ADV 208.

ADV 522 **Direct Response Advertising 3 IR**

Structure and organization of direct-response advertising. Regulatory agencies influencing direct-response advertising. Creative methods; research procedures for preparing, presenting, and evaluating direct-advertising campaigns. Problematic areas.

ADV 523 **Interactive Advertising and e-branding 3 IR**

Crosslisted with: ICC 523
Exploration of interactive advertising and e-branding. Strategies for building an online brand. Use of interactive technologies to develop customer relationships. Prereq: for ADV 523: ADV 206 and 207, and either ADV 401 or ADV 507/509; for graduate students: ADV 604. Prereq: for ICC 523: permission of department.
PREREQ: ADV 206, 207, ADV 401 OR ADV 206, 207, 507, 509 OR 604.

ADV 526 **Fashion Advertising and Promotion 3 Y**

How advertising and promotion build fashion brands, ranging from top designers to local retailers. Students learn how to apply the comprehensive strategic planning process used in advertising to build fashion brands.

ADV 535 **Advertising Practicum 3 IR**

Practical work experiences in advertising sales creativity, management, and research with advertisers, agencies, media, or auxiliary services. Weekly class sessions, discussions of supplemental advertising topics, daily journal entries and final experimental report. Restricted to juniors, seniors, and graduate students with permission of instructor.
PREREQ: ADV 207 OR ADV 401 OR ADV 402.

Broadcast And Digital Journali

BDJ 200 **Selected Topics 1-3 IR**

Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester. R

BDJ 204 **News in a Multimedia World 3 S**

The basics of cross-media writing for the web; and understanding how community institutions work and how to cover stories involving these institutions using multi-media.

BDJ 265 **Broadcast Journalism Studio Production 1 S**

Students are the technical support for the department's daily newscast. Emphasizing both studio positions, such as camera and floor managing, as well as control room positions, such as technical director.

BDJ 300 **Selected Topics 1-3 IR**

Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester. R

BDJ 311 **Broadcast and Digital Newswriting 3 S**

Basic style and construction of broadcast and digital news stories. Composing and writing radio, television, and web news stories under deadline pressure. Techniques of broadcast interviewing and information gathering.

BDJ 330 Selected Topics in Specialized Reporting I 3 IR

Introductory specialized reporting course, concentrating on a specific topic, such as sports journalism, and/or utilizing basic or intermediate-level technologies. Sophomore standing or above, student must be Broadcast Journalism major.
PREREQ: BDJ 364. R1, 6 credits maximum

BDJ 364 Radio and Digital Audio News Reporting 3 S

Gather, produce and report news in the radio and digital audio medium, including field experiences and newscast production in laboratories. Students will be required to analyze political stories, environmental issues, and other issues facing communities.
PREREQ: BDJ 204 OR NEW 205, COREQ: BDJ 311.

BDJ 400 Selected Topics 1-3 IR

Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester. R

BDJ 464 Television and Digital Audio News Reporting 3 S

Gathering and reporting news using electronic means. Edited TV and web news reports, under deadline pressure are final products. Tape, as well as live reporting exercises. Coordination with television newscasts. Junior standing.
PREREQ: BDJ 364 AND MPD 205.

BDJ 465 TV & Digital News Producing and Presenting 3 S

Writing, story selection, positioning of local and national stories; plus weather, sports, producing, and presenting. Presentation of news on the Internet and on-set taping of a complete news program. Senior standing.
PREREQ: BDJ 464.

BDJ 470 Experience Credit 1-6 IR

Participation in a discipline or subject related experience. Student must be evaluated by written or oral reports or an examination. Permission in advance with the consent of the department chairperson, instructor, and dean. Limited to those in good academic standing. R

BDJ 490 Independent Study 1-6 IR

Exploration of a problem, or problems, in depth. Individual independent study upon a plan submitted by the student. Admission by consent of supervising instructor(s) and the department. R

BDJ 499 Honors Thesis 3-6 IR
R

BDJ 500 Selected Topics 1-3 IR

Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester. R

BDJ 510 Topics in Specialized Practices I Y

Development of skills that enhance the news product. Different sections could focus on different specialized practices such as internet research or vocal performance
PREREQ: BDJ 204 OR NEW 205 OR BDJ 663. R2, 3 credits maximum

BDJ 530 Selected Topics in Specialized Reporting II 3 S

Event and issue-oriented reporting. Each section focuses on a content area such as politics, consumerism, or the environment. Upperclass or graduate standing and completion of a basic reporting class required.
PREREQ: BDJ 364 OR 464 OR 663 OR 664. R1, 6 credits maximum

BDJ 560 Television News Magazine Production I S

Students produce a weekly public affairs show, which explores topics important to the University and Syracuse community. This magazine show includes field reports and studio interviews. Student jobs include booking guests, reporting, and producing. R2, 3 credits maximum

BDJ 567 Advanced Newscast Producing and News Management 3 Y

The theory and practice of producing television newscasts. Introduces the basics of broadcast news management. Covers the concepts of being a newsroom leader.
PREREQ: BDJ 465.

Communications

COM 101 Practical Grammar for Public Communications I S

Understanding how Standard American English is used in Public Communications and developing the skills to apply that knowledge to writing and speaking.

COM 107 Communications and Society 3 S

Mass media and their functions. Contemporary problems of the media; legal, social, economic, and psychological implications of their relationships with society. Required of all students in the school.

COM 117 Multimedia Storytelling 3 S

Working in collaborative teams, students write, design and produce short fiction and non-fiction stories using digital media and the Internet. Emphasis on how story structures change with audience and delivery system.

COM 200 Selected Topics 1-3 IR

Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester. R

COM 300 Selected Topics 1-3 IR

Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester. R

COM 344 Diversity and Media Issues I S

Students will develop understanding of concepts such as social identity, stereotyping, ideology and hegemony. Apply concepts to areas such as news, sports media and contemporary music, through the use of case studies and online discussions.
PREREQ: COM 107, 117.

COM 346 Race, Gender, and the Media 3 S

Introduction of fundamental issues of diversity that confront media workers and audiences. Topics include roles, obligations, stereotypes, ownership of media in a multicultural society.
PREREQ: COM 107.

COM 347 Federal Government & the Media 3 IR

How journalists affect the policies and actions of government and how government officials seek to inform, influence, and sometimes obstruct the media. Topics include an examination of ethics and outcomes of often flawed media efforts.
PREREQ: COM 107.

COM 348 Beauty and Diversity in Fashion Media 3 Y

The issues that arise in the fashion industry and the messages that it communicates to the public through its associated media outlets.

COM 400 Selected Topics 1-3 IR

Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester. R

COM 408 Advertising and Public Relations Law 2 IR

A survey of legal issues relevant to advertising and public relations. Specific topics will include free speech, corporate speech, advertising regulations, political advertising, intellectual property, and defamation. Senior standing only

COM 411 Social and Public Issues in Public Communications 3 IR

Problems in decision making for mass-media professionals and institutions in context of current social and cultural issues.

COM 470 Experience Credit 1-6 S

Participation in a discipline- or subject-related experience. Students must be evaluated by written or oral reports or an examination. Limited to those in good academic standing. R

COM 490 Independent Study 1-6 S

In-depth exploration of a problem or problems. Individual independent study upon a plan submitted by the student. Admission by consent of supervising instructor or instructors and the department. R

COM 500 Selected Topics 1-3 IR

Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester. R

COM 505 Communications Law for Journalists 3 S

Survey of communications law emphasizing First Amendment issues: libel, privacy, confidentiality, access to information, etc. for journalists. Students may not receive credit for more than one of the following: COM 505,506,507.

COM 506 Communications Law for Television, Radio, Film 3 S

Survey of communications law emphasizing First Amendment and regulatory law as they pertain to television, radio, film. Students may not receive credit for more than one of the following: COM 505,506, 507.
PREREQ: TRF 235.

COM 507 Communications Law for Advertising and Public Relations 3 S

Survey of communications law emphasizing applications to advertising and public relations. Students may not receive credit for more than one of the following: COM 505,506,507.

COM 515 History of Media in the United States in the Modern Age 3 IR

Print and electronic media in the United States in the context of social and political developments in the 20th century.

COM 527 International Communications 3 IR

Communication of news and opinion among nations and under varying types of social, political, and economic systems. Roles of mass media, news agencies, governments, and communications systems. Offered at SU
Abroad Centers in London and Strasbourg.

Graphic Arts

GRA 217 Introduction to Graphic Design 3 S

Principles of digital design, composition, computerized layout, typography and imaging applied to advertising, public relations, and publication design for print and web. Introduction to the computer as layout and design tool for visual communications practice. Concurrent lab required.
COREQ: GRA 218.

GRA 218 Introductory Graphics Laboratory 0-3 S

Continuation of GRA 217. Students learn contemporary applications such as Photoshop, Illustrator and Indesign for print and web.
COREQ: GRA 217.

GRA 345 Visual Issues in the Media 3 Y

View and analyze the power of media images; pictures, infographics, trademarks, and graphic designs - still and motion. Political influences of television, representations of minorities and women, and ethics of images, for practitioners and audience members.
PREREQ" COM 107.

GRA 356 Type and Image for Multimedia 2 Y

Intermediate work in graphic design for design majors building on the foundations of writing, photography and graphic design. Students create original print and web design projects concentrating on typography, grid structure and multi-surface design. Portfolio review required.
PREREQ: PHO 301, GRA 217. COREQ: NEW 205.

GRA 357 Type and Image for Photography 3 IR

Intermediate work in graphic design for photo majors building on the foundations of writing, photography and graphic design from previous courses. Using photographic work from PHO 356 students produce final print and web design projects.
PREREQ: PHO 301, GRA 217; COREQ: NEW 205 AND PHO 356.

GRA 400 Selected Topics 1-3 IR

Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester. R

GRA 437 Typographic Design 3 Y

Double Numbered with: GRA 637
Exploration of proper techniques for the setting of typography. Study of history of graphic design and typeface design. Focus on expressive and functional use of type as it relates to print, web and motion graphics. Additional work required of graduate students.

GRA 447 Motion Graphics and User Experience 3 Y

Double Numbered with: GRA 647
Using the latest in motion graphics and interface design technologies, students learn to build rich user experiences. Students will create web user interfaces and multimedia productions using video, still images, audio and type. Additional work required of graduate students.

GRA 477 Graphic Design Problems 3 Y

Double Numbered with: GRA 677
Individual investigation into problems in graphic design. Collaborative work with other departments. Projects designed by students and carried out under guidance of faculty. Projects submitted for print or web.
PREREQ: GRA 437/637 OR GRA 447.

GRA 496 Senior Portfolio 0-3 S

Crosslisted with: PHO 496
Assembling final portfolio for a Visual and Interactive Communications faculty mentor to review and grade either pass or fail. Failing portfolios may be improved and resubmitted.
PREREQ: PHO 404 OR 425 OR GRA 577.

GRA 540 Advanced Design and Production 3 Y

Students work out plans, specifications, and details of design, layout, illustration, production. Classic and contemporary styles; functional design. Open only to seniors and graduate students who have completed the undergraduate courses in graphic arts or have had the equivalent in outside experience.
PREREQ: GRA 217 OR GRA 617. R1, 6 credits maximum

GRA 547 Magazine Design and Production 3 IR

Principles of magazine graphics using current practices and technology to create magazine designs. Digital typography, layout, cover design, computer-based production. Credit cannot be given for GRA 547 and GRA 567.
PREREQ: GRA 217 OR GRA 617.

GRA 550 Workshop in Typography 1-3 IR

Typographic work under faculty member or committee guidance. Individual or group projects with faculty assistance, critique. Projects include any typographic application to public communications. May not be repeated for credit.
PREREQ: GRA 217 OR GRA 617.

GRA 557 Information Graphics 3 IR

Principles and techniques of information visualization for public communications applications including journalism, advertising, and public relations. Emphasis on principles of quantitative and qualitative research for information graphics and techniques of visual narrative and information-based design.
PREREQ: GRA 356.

GRA 567 Advertising Production 3 IR

Development of ad campaigns from thumbnail sketches through finished comps. Emphasizing concept and its stylistically appropriate expression through typography, layout, and use of photography/illustration publishing standards including current computer software for design. Concurrent lab required.
PREREQ: GRA 217 OR GRA 617.

GRA 587 News Design 3 Y

Principles of typography, image editing, and design using computer pagination to solve problems in newspaper, magazine layout. Restricted to juniors, seniors, and graduate students.
PREREQ: GRA 217 OR 617.

Interactive Communications Core

ICC 300 Selected Topics: Interactive Communications Core 1-3 IR

Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester. R

ICC 400 Selected Topics: Interactive Communications Core 1-3 IR

Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester. R

ICC 500 Selected Topics 1-3 IR

Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester. R

ICC 505 Web Journalism and Innovation 3 S

Collaborate with students and professors to produce engaging Web products for the campus community by utilizing multimedia skills, learning interactive Web production systems and gaining an understanding of the changing media landscape.

PREREQ: NEW 305 OR BDJ 364 OR NEW 617 OR BDJ 663.

ICC 523 Interactive Advertising and e-branding 3 Y

Crosslisted with: ADV 523

Exploration of interactive advertising and e-branding. Strategies for building an online brand. Use of interactive technologies to develop customer relationships. Prereq: for ADV 523: ADV 206 and 207, and either ADV 401 or ADV 507/509; for graduate students: ADV 604. Prereq: for ICC 523: permission of department.

ICC 565 Designing Interactivity 3 S

Students work in teams to design interactive computer-based public communication systems/applications. Using multimedia authoring systems of HTML, teams will research, design, and evaluate public communication problems for computer-based delivery.

PREREQ: GRA 217, NEW 205 OR PRL 205.

ICC 575 Communicating with Computers 3 IR

Using computers for interactive, multi-media programs and presentations with emphasis on information and entertainment. Students create individual projects using a time-based media software such as Flash.

PREREQ: ICC 565.

ICC 585 Advanced Interactive Communication 3 IR

Practical experience in non-linear storytelling and/or information design. Creation of messages and interfaces using audio, visual, and tactile cues to direct and enhance user comprehension. Delivery of content through CD-ROM and Internet technology.

PREREQ: ICC 555 OR ICC 565.

Magazine**MAG 205 An Introduction: Editorial, Ethics, and the Business of Magazines 3 S**

An exploration of the editorial side of magazines, the roles advertising and circulation play in revenue generation, and the ethical challenges faced by writers, editors, photographers, and designers. Major report on magazine of student's choice.

PREREQ: COM 107.

MAG 406 Magazine Article Writing 3 Y

Writing and selling basic types of magazine articles: ideas, slanting, research, organization, dealings with editors. Students write one full-length article. Additional work required of graduate students.

PREREQ: MAG 205, NEW 305.

MAG 407 Writing Portfolio 3 IR

Writing longer and more complex forms of articles and the creation of a digital portfolio of work in which students research and write a major article and weekly pieces for a blog or personal website under close editorial supervision of instructor.

PREREQ: MAG 406, 408.

MAG 408 Magazine Editing 3 Y

Editing and rewriting copy for magazines: ideas, heads, decks, story organization. Pictures, layout, dummy production. Additional work required of graduate students.

PREREQ: MAG 205, NEW 305.

MAG 409 FIRST ISSUE: Starting a Magazine 3 Y

Problems and opportunities that magazine and magazine web editors face each day. A variety of topics ranging from ethics to covers, editorial mix, positioning a magazine and its online extension.

PREREQ: MAG 406, 408.

MAG 500 Selected Topics 1-3 IR

Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester. R

MAG 518 Critical Writing 3 Y

Criticism and its function in journalism. Reviewing books, plays, motion pictures, and other art forms.

PREREQ: NEW 205.

MAG 538 Travel Writing 3 Y

Writing and selling magazine articles about traveling and specific geographic areas. Students will write in a variety of styles, especially exploring the narrative form.

PREREQ: NEW 305 OR NEW 617.

Multimedia, Photography And De**MPD 205 Photography for Broadcast News 2 IR**

Foundation in the principles and skills of photography and visual journalism as a base for motion media.

PREREQ: COM 117..

MPD 406 Advertising and Illustration Photography Capstone 3 IR

Double Numbered with: MPD 606
Using advanced photo illustration skills, students collaborate with other Newhouse majors and on a major department project. Students develop their individual brand producing multimedia work for their print and web portfolio. Students cannot receive credit for more than one of the following: MPD 406/606, MPD 426/626, MPD 478/678. Additional work required of graduate students.

PREREQ: PHO 404.

MPD 426 Multimedia and Photojournalism Capstone 3 Y

Double Numbered with: MPD 626

Using advanced multimedia and journalism skills students work in collaboration with other Newhouse majors and on a major department project. Students develop their individual brand producing multimedia work for their print and web portfolio. Students cannot receive credit for more than one of the following: MPD 406/606, MPD 426/626, MPD 478/678. Additional work required of graduate students.

MPD 478 Graphic Design Capstone 3 IR

Double Numbered with: MPD 678

Using advanced interactive and graphic design skills students work in collaboration with other Newhouse majors and on a major department project. Students develop an individual brand producing multimedia work for their print and web portfolio. Students cannot receive credit for more than one of the following: MPD 406/606, MPD 426/626, MPD 478/678.

Additional work required of graduate students
PREREQ: GRA 477.

Newspaper**NEW 205 News Writing 3 S**

Basic techniques in news gathering and writing. Emphasis on accuracy, concise presentation, and meeting deadlines. Styles, grammar, spelling, sentence structure, story organization, and copy preparation.

NEW 305 Reporting 3 S

Reporting and writing of news stories from information gathered through interviewing, document research, data base retrieval, and observation.

PREREQ: NEW 205.

NEW 318 Elements of Newspaper Business Practice 3 IR

Principles and problems of the newspaper as a business enterprise. Policies, organization, personnel. Projects in editorial and management costs, advertising copywriting, and selling, circulation, promotion, and readership.

NEW 345 Critical Perspective on News 3 S

Crosslisted with: RTN 345

Key issues confronting working journalists and news consumers. Evaluation of media performance, ethics, and practices, focusing on how well they serve society; research, site visits, discussion of written papers.

PREREQ: COM 107.

NEW 405 Advanced Reporting 3 S

Writing based on the reporting of public affairs including the coverage of beats, development of sources, investigative news gathering techniques and interpretive writing.

PREREQ: NEW 305 OR BDJ 311.

NEW 496 Senior Portfolio 0-3 IR

Assembling final portfolio for a Newspaper and Online Journalism faculty mentor to review and grade either pass or fail. To complete the major, a student must receive a grade of P. Students should register for this course, after they take NEW 305, in the semester in which they achieve senior standing.
PREREQ: NEW 305.

NEW 500 Selected Topics 1-3 IR

Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester. R

NEW 507 Research in Reporting 3 IR

Qualitative and quantitative approaches to research used by practicing writers and editors in all media.
PREREQ: NEW 205, COM 107.

NEW 508 Newspaper Editing 3 S

Preparation of copy for publication. Headline writing. Correction of copy. Evaluation of news. Condensation of news stories. News display and makeup.
PREREQ: NEW 205, GRA 217 OR NEW 605, GRA 617.

NEW 509 Advanced Newspaper Editing 3 Y

Copy editing, headlines, visuals, design, and technology. Handling departments and special sections, editing complex copy. Significant trends in newspaper editing.
PREREQ: MAG 408 OR NEW 508 OR MNO 608.

NEW 528 Newspaper Administration 3 IR

Coordination of departments. Sources of income. Publication costs. Relative expenses for management, advertising, circulation, and the mechanical and editorial departments. Salary and wage schedules. Labor relations.

NEW 530 Selected Topics in Specialized Reporting 3 S

Event- and issue-oriented reporting in politics, courts, science, environment, minorities, education, local government. One news area to a section. Open only to juniors, seniors, and graduate students.
PREREQ: NEW 305. R1, 6 credits maximum

NEW 535 Newspaper and Magazine Practicum 1-3 S

Practical on-site experience reporting and writing for Central New York newspapers and magazines. Weekly class sessions. Discussion of supplementary journalistic topics. Class assignments. Research paper. Restricted to juniors, seniors, graduate students.
PREREQ: NEW 305 OR 617. R2, 3 credits maximum

Photography**PHO 200 Selected Topics 1-3 IR**

Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester. R

PHO 204 Introduction to Photography 3 Y

Introduction to camera handling, functions, and controls. Principles of composition, development, and printing. In London only.

PHO 206 Photography for Broadcast News 0-3 IR

Continuation of PHO 205. Lab work in video editing and electronic imaging to support PHO 205.

PHO 300 Selected Topics 1-3 IR

Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester. R

PHO 301 Introduction to Photography for Multimedia 3 S

Fundamentals of communications photography, digital imaging, content, composition, sound and motion as the foundation for print and multimedia production.
COREQ: PHO 556.

PHO 302 Principles of Photography II 3 IR

Extensive experience in location lighting for photojournalism and advertising photography. Fundamentals of color photography and digital technology.
PREREQ: PHO 301.

PHO 356 Photography for Multimedia 2 IR

Practical course in intermediate photographic skills emphasizing lighting, retouching and image enhancement, color theory, storytelling, and human representation through photojournalism, portraiture and fashion photography. Students create original imagery for print and multimedia. Portfolio review required.
PREREQ: PHO 301, GRA 217; COREQ: NEW 205, GRA 357.

PHO 400 Selected Topics 1-3 IR

Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester. R

PHO 403 Advertising and Illustration Photography I 3 S

Double Numbered with: PHO 603
Lecture, studio, and laboratory on producing digital, still, motion and sound for commercial and advertising content for print and web. Emphasis on concept generation and studio and location lighting. Additional work required of graduate students. Graduate student must be admitted into program or portfolio review.
PREREQ: GRA 356 OR PHO 356 AND GRA 357.

PHO 404 Advertising and Illustration Photography II 3 Y

Double Numbered with: PHO 604
Lecture, studio, and lab and computer production of advanced products for web and print advertising. Emphasizing the use of live models for portraiture, product and fashion photography. Professional business practices. Additional work required of graduate students.
PREREQ: PHO 403/603.

PHO 405 Photojournalism and Multimedia 3 Y

Double Numbered with: PHO 605
Principles and practices of photojournalism and multimedia storytelling. Photographing news, features, portraits, and sports. Picture story and essay production using digital, still, video, and sound. Location lighting techniques. Marketing practices. Additional work required of graduate students.
PREREQ: GRA 356 OR PHO 356.

PHO 425 Picture and Multimedia Editing 3 Y

Double Numbered with: PHO 625
Develops newspaper and magazine picture editor's management skills for multimedia storytelling. Communicative qualities of images and sound and how they affect decisions of picture use in publications and on the web. Additional work required of graduate students.
PREREQ: PHO 405.

PHO 496 Senior Portfolio 0-3 S

Crosslisted with: GRA 496
Assembling final portfolio for a Visual and Interactive Communications faculty mentor to review and grade either pass or fail. Failing portfolios may be improved and resubmitted.
PREREQ: PHO 404 OR 425 OR GRA 577.

PHO 500 Selected Topics 1-3 IR

Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester. R

PHO 510 Photographic Workshop 3 S

Advanced photography. Problems in advertising illustration, photojournalism, and digital imaging. Emphasizing selection, composition, and content suitable for communication media. R1, 6 credits maximum

PHO 511 Color Imaging 3 IR

Technical and creative application of color theory and color-imaging technology for communications.

PHO 515 Contemporary Photography 3 IR

Contemporary photography in illustration, advertising, and journalism. Aesthetic and communicative aspects. Lecture course without laboratory.

PHO 530 Selected Topics in Photography 3 Y

In-depth study of different professional photography specializations including sports photography, fashion and portrait photography, documentary photography, architectural photography, and other topics selected by the department.
PREREQ: PHO 403/603 OR 405/605. R2, 9 credits maximum

PHO 555 Photography for Newspaper and Magazine 3 S

Basic principles and uses of news photography as medium of communication. Photographic medium as used by editors. Not open to photography majors.

PHO 556 **Basic Photo Lab 0-6 S**
Basic photo lab for PHO 301 or PHO 555.
COREQ: PHO 301 OR PHO 555.

PHO 560 **Advanced Photo Lab 0-6 S**
Advanced photo lab to support advanced photography course work. Enrollment in advanced photography courses. R7

PHO 581 **Photographic Workshop 3 Y**
Advanced photography workshop in advertising and/or photojournalism. Emphasis on content suitable for publication in communications media. Offered London campus only.

Public Relations

PRL 206 **Public Relations Principles and Concepts 3 S**
Introduction to growing field of public relations, its history and its future; careers; job requirements; role as a management function building two-way communication for organizations and their publics; ethics and social responsibility; social media impact.
PREREQ: COM 107.

PRL 214 **Writing for News and Public Relations in a Digital Age 3 S**
Introduction to basic fundamentals of good writing, news writing, news values and basic reporting; writing public relations forms with creation of a Webinar; AP Style, achieving consistently high-quality news and public relations writing.
PREREQ: COM 107, WRT 105.

PRL 215 **Advanced Public Relations Writing for a Digital World 3 S**
Builds on news/media writing and fundamental writing skills to develop advanced public relations writing for digital and traditional outlets; media relations writing; crisis communications; news conferences; and writing in a diverse, multicultural world.
PREREQ: PRL 206, 214 OR PRL 206, NEW 205 OR ADV 206 , 208.

PRL 300 **Selected Topics:Public Relations 1-3 IR**
Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester. R

PRL 315 **Public Relations Research 3 S**
The application of social science research methods to solve public relations planning, implementation, and evaluation problems. Students design and carry out actual research projects and produce final client reports.
PREREQ: PRL 206.

PRL 325 **Public Relations Campaign Planning and Execution 3 S**
Students apply management, strategic planning, problem solving, tactics and research to client needs. Teams design, execute and evaluate appropriate integrated campaigns for actual clients. Frequent client/team contact and interaction required. Junior standing.
PREREQ: PRL 215, 315.

PRL 345 **The Ethics of Advocacy 3 Y**
Double Numbered with: PRL 645
Study and application of moral philosophy to ethical decision making in organizations. Examines ethical challenges in public relations, business management, advocacy, public affairs, or other career avenues. Junior standing. Additional work required of graduate students.

PRL 400 **Selected Topics 1-3 IR**
Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester. R

PRL 497 **Public Relations Management 3 S**
Capstone course to understand management of public relations in an organizational context, apply best practices in diverse and challenging global environments, using the managerial process of planning and decision making, organizing, controlling and leading. Senior standing.
PREREQ: PRL 215, PRL 315.

PRL 500 **Selected Topics 1-3 IR**
Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester. R

PRL 525 **Public Relations Practicum 3 S**
On-site work experience in the Syracuse area to acclimate students to the realities of organizational life; to explore one type of public relations in depth; to apply classroom theory to the solution of everyday communications problems and to develop additional work samples for professional portfolios.
PREREQ: PRL 215, 315, 325.

PRL 530 **Special Topics in Public Relations 1-3 Y**
In-depth look at different public relations specializations, including media relations, government relations, investor relations, crisis communications, employee communications, and sports information. R2, 3 credits maximum

Radio/Television News

RTN 300 **Selected Topics 1-3 IR**
Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester. R

RTN 345 **Critical Perspective on News 3 S**
Crosslisted with: NEW 345
Key issues confronting working journalists and news consumers. Evaluation of media performance, ethics, and practices, focusing on how well they serve society; research, site visits, discussion of written papers.
PREREQ: COM 107.

RTN 566 **Special News Coverage 3 IR**
Planning and production of longer news-related program segments. Writing, research, execution of minidocumentaries and enterprise reports. Field material will be edited for air-ready television presentation.
PREREQ: BDJ 464.

Television, Radio, And Film

TRF 155 **Script, Picture & Sound 3 IR**
Introduces structures and aesthetics of message design in the electronic media and in film through the study of its three principle components: language, picture and sound. Production technology laboratory included.

TRF 205 **Sight, Sound and Motion 3 S**
Study and practice of the aesthetic structures and production processes involved in creating effective motion picture, television and sound content.
PREREQ: COM 117.

TRF 211 **Screenwriting 3 S**
Exploring the craft of writing involved in motion picture, television and digital media storytelling through in-depth study and practice.
PREREQ: COM 117.

TRF 235 **Principles and Practices: Television-Radio, Film Industries 3 S**
Origins and dynamics of corporate structures, revenue models, content, distribution, and regulation in the television, radio, film, and interactive media industries.
PREREQ: COM 107.

TRF 255 **Intro to Writing and Producing 3 S**
Introduction to writing, designing, planning, and producing sound, film, video, and television programs in both multi-camera and single camera environments.
PREREQ: TRF 155.

TRF 300 **Selected Topics 1-3 IR**
Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester. R

TRF 345 **Critical Perspectives: Electronic Media, Film 3 Y**
Non-print media as art forms and social, political, and cultural forces. Critical analysis of individual products of broadcasting and motion pictures in relation to the systems for which they were created.
PREREQ: COM 107.

TRF 400 **Selected Topics 1-3 IR**
Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester. R

TRF 411 Dramatic Writing for Television and Film 3 S

Double Numbered with: TRF 611
Preparing and writing scripted dramatic material for small and large screen. Script evaluation, working as a professional writer, and the stages of script development. Additional work required of graduate students.
PREREQ: TRF 255.

TRF 412 Persuasive Writing 3 IR

Double Numbered with: TRF 612
Writing commercials, public service announcements, and other types of persuasive scripts. Additional work required of graduate students.
PREREQ: TRF 255.

TRF 413 Writing and Designing the Documentary 3 IR

Double Numbered with: TRF 613
Write documentary proposals, treatments, and scripts. Introduction to the documentary production and distribution process. Screening classic documentaries. Additional work is required of graduate students.
PREREQ: TRF 255.

TRF 414 Writing and Designing for Interactive Media 3 IR

Double Numbered with: TRF 614
Write proposals, treatments, and scripts for interactive multimedia. Introduction to multimedia production process. Students design and produce a "prototype" or representative sample of a multimedia program. Additional work is required of graduate students.
PREREQ: TRF 255.

TRF 421 Feature Film Writing 3 Y

Double Numbered with: TRF 621
Study and practice of the craft of feature film writing. Additional work required of graduate students.
PREREQ: TRF 411.

TRF 422 Comedy Writing 3 S

Double Numbered with: TRF 622
Study and practice of the craft of comedy writing for television and film. Additional work required of graduate students.
PREREQ: TRF 411.

TRF 424 Script Development 3 Y

Double Numbered with: TRF 624
Screenwriting theory and the script development process: writing topics include story structure, genres, character development, dialogue, and script formatting. Business topics include pitching, writing script coverage, supervising development, and breaking into the industry. Additional work is required of graduate students.

TRF 434 Children and Television 3 IR

Double Numbered with: TRF 634
A critical and comprehensive survey of the social and behavioral science research on the role of television and other media in the lives of children and adolescents.

TRF 435 History of Primetime Television 3 Y

Critical and historical analysis of American primetime television as a social and cultural force.

TRF 436 Social Effects of Television 3 IR

Influence of mass media, especially television, on American society. Television from perspectives of social psychology, child development, political science, and sociology.

TRF 450 Advanced Practice: Special Projects 1-3 Y

Double Numbered with: TRF 650
Faculty member works with student on project especially tailored for his/her unique content objectives. Additional work required of graduate students.
PREREQ: TRF 451 OR 452 OR 453 OR 454 OR 456 OR 457 OR 458 OR 459. R5, 6 credits maximum

TRF 451 Filmmaking 3 S

Double Numbered with: TRF 651
Student teams produce and edit short films using digital production and post production technology. Emphasis on narrative filmmaking. Additional work required of graduate students.
PREREQ: TRF 255.

TRF 452 Television Production 3 S

Double Numbered with: TRF 652
Experience in writing, designing and producing programs in the multicamera, television-style tradition. Additional work required of graduate students.
PREREQ: TRF 255.

TRF 453 Shortform Production 3 Y

Double Numbered with: TRF 653
Techniques of shortform moving image media such as commercials, promos, music videos, show openings, special effects, and high impact packaging. Additional work required of graduate students.
PREREQ: TRF 255.

TRF 454 Music Recording 3 Y

Double Numbered with: TRF 654
Students produce a recording of a musical performance in a 24-track recording studio. Topics include: Aesthetics of recorded sound, acoustics, psycho-acoustics, the multitrack recording process, mixing, microphone techniques, signal processing. Additional work required of graduate students.
PREREQ: TRF 255.

TRF 456 Sound for Picture 3 Y

Double Numbered with: TRF 656
Introduction to theory and production of sound for television and film. Includes information processing, aesthetics, perception of sound, sound/picture relationship, analog and digital sound studios, production recording, signal processing, nonlinear editing and mixing. Additional work required of graduate students.
PREREQ: TRF 255.

TRF 457 Music Underscoring 3 Y

Double Numbered with: TRF 657
The theory and practice of producing music to underscore visual material. Additional work required of graduate students.
PREREQ: TRF 255.

TRF 458 Radio Practicum 3 Y

Double Numbered with: TRF 658
Guided experience in professional radio environments. Areas of expertise include sales, programming, production, promotions, engineering, news/public affairs, and performance. Additional work required of graduate students.
PREREQ: TRF 255.

TRF 459 Documentary Production 3 S

Double Numbered with: TRF 659
Student teams write, produce, and edit documentary projects. Additional work required of graduate students.

TRF 461 Advanced Management Seminar 3 IR

Double Numbered with: TRF 661
Business of communications industry focusing on management skills and their effective application. Additional work required of graduate students.
PREREQ: TRF 483 OR 592 OR 593 OR 594 OR 595.

TRF 465 Production Practicum-Television 3 Y

Double Numbered with: TRF 665
Students write, design, produce, direct, and program projects specifically for television presentation. Additional work required of graduate students.
PREREQ: TRF 451 OR 452 OR 453 OR 454 OR 456 OR 457 OR 458 OR 459.

TRF 467 Screenwriting Master Class 3 Y

Double Numbered with: TRF 667
Advanced practice built around professional workshops, sponsored by the Center for Popular Television, and guest speakers. Students interact with professionals while working on their screenwriting portfolios. Additional work required of graduate students.
PREREQ: TRF 451 OR 452 OR 453 OR 454 OR 456 OR 457 OR 458 OR 459.

TRF 468 Advanced Practice: Audio 3 IR

Double Numbered with: TRF 668
Independent and specialized practice in audio, including sound tracks for film or television; CD albums; radio drama; or spot announcements. Additional work required of graduate students.
PREREQ: TRF 451 OR 452 OR 453 OR 454 OR 456 OR 457 OR 458 OR 459.

TRF 469 Advanced Practice: Filmmaking 3 Y

Double Numbered with: TRF 669
Students propose independent film projects (fiction or documentary), and if approved, produce them using digital video and sound technology. Additional work required of graduate students.
PREREQ: TRF 451 OR 452 OR 453 OR 454 OR 456 OR 457 OR 458 OR 459.

TRF 483 Communications Industry Frontiers 3 Y

Double Numbered with: TRF 683
Overview of the trends in business, technology, and regulation that are likely to have an impact on the communications sector. Additional work required of graduate students.

TRF 496 Research in Broadcasting 3 IR
Methodology adapted to solving problems in radio and television broadcasting. Techniques of audience measurement, program evaluation, and community survey. Use of data by professional research services.

TRF 500 Selected Topics 1-3 IR
Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester. R

TRF 510 Specialized Practice 1 S
These four-week mini-courses provide specific areas of study not covered in depth in other courses. Examples: Production Management, Budgeting, Editing, Lighting, Location Sound, Videography, and others based on faculty and student interest.
PREREQ: TRF 235, 255 OR 635, 655. R

TRF 530 Popular Culture Studies 3 S
In-depth examination of critical issues, aesthetics, genre, and authorship involved in electronic media and cinema. Topics range from television genres to film classics. R3, 12 credits maximum

TRF 545 Television & Radio Performance 3 Y
Theory and practice of effective television and radio performance. Closed circuit studio experience planning and presenting educational and commercial material.

TRF 560 Topics in International Perspectives 3 Y
In-depth examination of issues and practices involved in international television and film. Topics alternate from semester to semester. Examples include: Global Communication, Ways of Seeing, Comparative Systems, and British Cinema. R1, 6 credits maximum

TRF 592 Film Business 3 S
Economics of the film industry. Financing of films, budgets, sources of funds, contracts. Securing distribution. National and international marketing of films. Film rental. Booking films for television or theater. Exploitation of ancillary markets.

TRF 593 Radio Business 3 Y
Organization and operation of commercial and noncommercial radio stations. Staffing, designing formats, and promotion.

TRF 594 Television Business 3 S
Management principles and practices in electronic media; organizational structures, financial controls, revenue procurement, economic theory, management law, product development, and personnel administration.

TRF 595 Programming and Audience Analysis 3 Y
Immersion in the principal programming functions of content development and acquisition, scheduling, and promotion. Survey of scheduling strategies and case studies, hits and misses. Research techniques to understand audience program preferences and choices.

Faculty

Courtney Barclay, Assistant Professor, Communications
Ph.D., University of Florida, 2008
Media law, mass communication

Frank Biocca, Professor; Newhouse Chair; Communications
Ph.D., University of Wisconsin--Madison, 1986
Mass communication, human-computer interaction, media psychology

Shannon Bowen, Associate Professor, Public Relations
Ph.D., University of Maryland, 2000
Mass communication, ethics, business management and communications

Lorraine Branham, Professor and Dean, Newspaper and Online Journalism
B.A., Temple University, 1976
News editing, journalism, publishing

Richard Breyer, Professor, Television, Radio and Film; Co-Director, Documentary Film and History
M.A., New York University, 1967
Television production, documentary/educational writing and production

Harriet Brown, Assistant Professor, Magazine
M.F.A., Brooklyn College, 1982
Magazine writing and editing, creative writing

Hubert Brown, Associate Professor, Broadcast and Digital Journalism; Associate Dean for Creative and Scholarly Activity
M.A., University of Nebraska at Lincoln, 1993
Political reporting, writing, producing, and minority broadcasting

Melissa Chessher, Associate Professor, Chair, Magazine; Director, Magazine, Newspaper and Online Journalism Program
M.A., Baylor University, 1987
Magazine writing and editing

Fiona Chew, Professor, Television, Radio and Film; Director, Lerner Center for Health Communications and Promotion
Ph.D., University of Washington, 1985
Television research, the media and public health

Makana Chock, Assistant Professor, Communications
Ph.D., Cornell University, 2004
Health communication, persuasion, risk communication

Michael Cremedas, Associate Professor, Broadcast and Digital Journalism
Ph.D., University of Florida, 1988
Broadcast writing, reporting, and production; viewer retention of broadcast news

Frank Currier, Professor of Practice, Broadcast and Digital Journalism
M.A., University of Missouri at Columbia, 1968
Broadcast news writing and reporting

Steve Davis, Associate Professor, Chair, Newspaper and Online Journalism
B.J., University of Missouri at Columbia, 1977
News writing and reporting, impact of the Internet on politics

Joan Deppa, Associate Professor, Newspaper and Online Journalism
Ph.D., Michigan State University, 1981
News writing, reporting, media coverage of terrorism

Richard Dubin, Professor of Practice, Television, Radio and Film
Television writing, directing, and production; film business

Larry Elin, Associate Professor, Television, Radio and Film
B.S., Syracuse University, 1973
Television production and computer-based interactive multimedia, politics and the Internet

Amy Falkner, Associate Professor, Advertising; Associate Dean for Academic Affairs
M.A., Syracuse University, 1989
Media planning, advertising to gay and lesbian markets

Elizabeth Flocke, Professor, Newspaper and Online Journalism; Communications
Ph.D., University of Missouri, 1988
News writing, communications law, media history

Barbara Fought, Associate Professor, Broadcast and Digital Journalism; Communications
J.D., University of Detroit, 1992
Communications law, broadcast news writing and reporting, access to information

Seth Gitner, Assistant Professor, Newspaper and Online Journalism
B.F.A. Rochester Institute of Technology, 1995
Photojournalism and multimedia web content

Tula Goenka, Associate Professor, Television, Radio and Film
M.S., Syracuse University, 1986
Film and television production, global film

Anthony Golden, Associate Professor, Chair, Multimedia Photography and Design
Ph.D., Syracuse University, 1986
Advertising and illustration photography

Bradley Gorham, Associate Professor, Chair, Communications
Ph.D., University of Wisconsin-Madison, 2002
Media and society; media effects; race, gender, and media

Charlotte Grimes, Knight Professor of Political Reporting; Newspaper and Online Journalism
B.S., East Carolina University
Media and politics, political reporting, journalism ethics

Ken Harper, Assistant Professor, Multimedia Photography and Design
M.A., Ohio University, 2009
Graphics and interactive design

Dona Hayes, Associate Professor, Chair, Broadcast and Digital Journalism
M.S., Syracuse University, 1976
Broadcast news writing, reporting, and production

Sharon Hollenback, Professor, Television, Radio and Film
Ph.D., University of Texas at Austin, 1980
Television writing, media and society

Jong-Hyuok Jung, Assistant Professor, Advertising
Ph.D., University of Texas at Austin, 2009
Mobile advertising, advertising effectiveness in new media, interactive advertising management

Joel Kaplan, Associate Professor, Newspaper and Online Journalism; Associate Dean for Graduate Professional Studies
M.S.L., Yale Law School, 1991
News writing, investigative reporting, media law

Johanna Keller, Associate Professor, Newspaper and Online Journalism; Director, Goldring Arts Journalism Program
M.A., Antioch, 1996
Magazine writing and editing, critical writing, cultural reporting

Dennis Kinsey, Associate Professor, Public Relations; Co-Director, Public Diplomacy Program
Ph.D., Stanford University, 1994
Public relations theory and research, political public relations, Q-methodology

Robert Kucharavy, Professor of Practice, Public Relations
B.A., Le Moyne College, 1969
Public relations management and crisis communications

Carol Liebler, Associate Professor, Communications; Director of Doctoral Studies and the Media Studies Master's Program
Ph.D., University of Wisconsin-Madison, 1989
Communications theory and methodology, media and the environment, media and gender

E. Robert Lissit, Associate Professor, Broadcast and Digital Journalism
M.S., Northwestern University, 1957
Broadcast news writing, producing, reporting, and ethics

Carla Lloyd, Associate Professor; Advertising
Ph.D., Syracuse University, 1994
Advertising media, research, campaigns, copywriting, and fashion advertising

Robert Lloyd, Professor of Practice, Newspaper and Online Journalism
M.A., Syracuse University, 1979
News writing and reporting, media and society

Patricia Longstaff, Professor, Television, Radio and Film
M.P.A., Harvard University, 1994
Communications law, regulation of new communications technologies

Suzanne Lysak, Assistant Professor, Broadcast and Digital Journalism
B.S., Boston University, 1985
Broadcast news producing, news management, television news employment issues

Stephen Masielat, Associate Professor, Newspaper and Online Journalism;
Coordinator of Interactive Communications Core; Director of Media Management Program
M.P.S., Cornell University, 1992
Multimedia, the Internet as a tool of communication

Lawrence Mason Jr., Professor, Communications; Multimedia Photography and Design
Ph.D., Syracuse University, 1979
Communications and society, photojournalism, fashion photography, interactive media

Peter Moller, Professor, Television, Radio and Film
M.A., University of Pennsylvania, 1967
Television production, script writing, interactive media, directing

John Nicholson, Professor of Practice, Broadcast and Digital Journalism
B.S., Syracuse University, 1968
Broadcast news writing and reporting, sports journalism

R. Niebuhr, Associate Professor, Newspaper and Online Journalism; Director, Carnegie Religion and Media Program
M.A., Oxford University, 1980
Religion and the media, newswriting, reporting

Mark Obbie, Associate Professor, Magazine
M.A., University of Missouri, 1981
Legal affairs reporting, First Amendment law, magazine writing and editing

Douglas Quin, Associate Professor, Television, Radio and Film
Ph.D., The Union Institute and University, 1999
Acoustic ecology, sound production

David Rubin, Professor; Dean Emeritus; Communications
Ph.D., Stanford University, 1972
Communications law, the media and society, arts journalism

Edward Russell, Assistant Professor, Advertising
M.S., Northwestern, 1982
Principles of advertising, branding, new methods of persuasive communications, campaigns, copy writing

Maria Russell, Professor, Public Relations; Director, Communications Management Independent Study Degree Program
M.S., Syracuse University, 1972
Public relations management, professional development in public relations

Kandice Salomone, Associate Professor, Communications
Ph.D., Syracuse University, 1992
Communications research

Michael Schoonmaker, Associate Professor, Chair, Television, Radio and Film
Ph.D., Syracuse University, 1994
Television production and webcasting

Brian Sheehan, Associate Professor, Advertising
M.A.T., Loyola Marymount University, 2007
Branding, advertising strategy, integrated campaigns

Pamela Shoemaker, John Ben Snow Professor of Communications
Ph.D., University of Wisconsin-Madison, 1982
Gatekeeping, cross-cultural study of news

Evan Smith, Associate Professor, Television, Radio and Film
M.S., Syracuse University, 1979
Television and feature film script writing, comedy writing, the film business

Bruce Strong, Associate Professor, Multimedia Photography and Design
M.A., Ohio University, 2005
Multimedia storytelling and the Internet, photojournalism, video journalism

David Sutherland, Associate Professor, Multimedia Photography and Design
M.A., Western Kentucky University, 1973
Photojournalism

Sherri Taylor, Adjunct Professor/Administrator, Multimedia Photography and Design; Director, Empire State Scholastic Press Association
M.A., Syracuse University, 1990
Graphic design, scholastic press

Robert Thompson, Trustee Professor of Television and Popular Culture; Television, Radio and Film, Director, Bleir Center for Television and Popular Culture
Ph.D., Northwestern University, 1987
Television criticism, television and popular culture

Donald Torrance, Associate Professor, Broadcast and Digital Journalism; Television, Radio and Film
B.A., Alfred University, 1971
Broadcast news writing and production, the media and public health

James Tsao, Professor; Chair, Advertising
Ph.D., Temple University, 1989
Online advertising, international advertising, community newspapers/marketing

Chris Tuohy, Associate Professor, Broadcast and Digital Journalism
M.A., Ohio State University, 1990
Broadcast news reporting and writing, sports journalism

Francis Ward, Associate Professor, Newspaper and Online Journalism; Communications
M.A., Syracuse University, 1961
Newspaper reporting, writing, ethics, race and the media, history of the black press

Randy Wenner, Adjunct Professor/Administrator, Broadcast and Digital Journalism
M.S., Syracuse University, 1996
Broadcast news writing, producing, and reporting

Jay Wright, Professor, Newspaper and Online Journalism; Communications
Ph.D., Syracuse University, 1977
Communications law

Roosevelt Wright Jr., Associate Professor, Television, Radio and Film
Ph.D., Syracuse University, 1993
Radio programming and management; performance and announcing

Brenda Wrigley, Associate Professor, Chair, Public Relations
Ph.D., Syracuse University, 1999
Gender issues in public relations, public relations management, campaigns, and writing

Sung-Un Yang, Assistant Professor, Public Relations
Ph.D., University of Maryland, 2005
Organizational reputation, public relations research