



MEDIA STUDIES (2021-2022) Division of Communication & Fine Arts Glenn Pohland, D.M.A., Chair

Student Learning Outcomes – Media Studies	
1.	Students will apply the principles and practices of the media
2.	Students will create media texts within an ethical framework
3.	Students will produce media messages with creative ability
4.	Students will utilize the tools and technologies of the media industry
5.	Students will conduct research and evaluate information by methods appropriate to media studies
6.	Students will be proficient in media and academic writing
7.	Students will critically analyze media texts

Requirements for the major in Media Studies (B.A.):

Media Studies majors are required to receive a minimum grade of C in L.COM-131 and L.COM-485. Media Studies majors are required to receive a minimum grade of C+ in L.COM-225. If the minimum is not achieved, the student must retake the course. A 2.25 cumulative grade point average is required of all media studies courses submitted for the major.

Req	Course	Cr's
1	L.COM-131: Media and Society-EI	3
2	L.COM-158: Introduction to Television Production-EC	3
3	L.COM-225: Media Writing	3
4	L.COM-257: Electronic Field Production	3
5	L.COM-280: News Analysis	3
6	L.COM-290: Communication Management	3
7	L.COM-293: Media Studies Practicum Staff	1
8	L.COM-352: Advanced Broadcast Writing	3
9	L.COM-390: Media Criticism	3
10	L.COM-393: Communication Law	3
11	L.COM-485: Communication Research	3
12	L.COM-491: Media Studies Capstone-IN	3
13	L.COM-493: Media Studies Practicum Staff	1
Select two from Req 14		
14	L.COM-164: Digital Imaging	3
14	L.COM-235: Experimental Video	3
14	L.COM-262: Photojournalism	3
14	L.COM-263: Wonderful World of Animation	3
14	L.COM-285: World Cinema-AA, EC	3
14	L.COM-286: Identity & Community in Rock & Roll-AI, EI	3
14	L.COM-289: Global Filmmaking	3

14	L.COM-296 Haight-Ashbury: Exploring the History and Legacy of Hippies-AI	3
14	L.COM-305: Media Convergence	3
14	L.COM-348: Motion Graphics	3
14	L.COM-357: Advanced Television Production	3
14	L.COM-365: Cinema: Critical Analysis	3
14	L.COM-375: Roots of the Blues and Rock & Roll	3
14	L.COM-380: Persuasion	3
14	L.COM-388: Art & Dissent in Czechoslovakia-AC	3
14	L.COM-395: Topics	3
41 total required credits		

Requirements for the minor in Media Studies:

Media Studies minors are required to receive a minimum grade of C in L.COM-131. Media Studies minors are required to receive a minimum grade of C+ in L.COM-225. If the minimum is not achieved, the student must retake the course. A 2.250 cumulative grade point average is required of all Media Studies courses submitted for the minor.

Req	Course	Cr's
1	L.COM-131: Media and Society-EI	3
2	L.COM-158: Introduction to Television Production-EC	3
3	L.COM-225: Media Writing	3
4	L.COM-290: Communication Management	3
5	L.COM-390: Media Criticism	3
Select one from Req 6		
6	L.COM-164: Digital Imaging	3
6	L.COM-235: Experimental Video	3
6	L.COM-257: Electronic Field Production	3
6	L.COM-262: Photojournalism	3
6	L.COM-263: Wonderful World of Animation	3
6	L.COM-280: News Analysis	3
6	L.COM-285: World Cinema-AA, EC	3
6	L.COM-286: Identity & Community in Rock & Roll-AI, EI	3
6	L.COM-289: Global Filmmaking	3
6	L.COM-293: Media Studies Practicum Staff (1 credit taken 3 times)	3
6	L.COM-305: Media Convergence	3
6	L.COM-348: Motion Graphics	3
6	L.COM-352: Advanced Broadcast Writing	3
6	L.COM-357: Advanced Television Production	3
6	L.COM-365: Cinema: Critical Analysis	3
6	L.COM-375: Roots of the Blues and Rock & Roll	3
6	L.COM-380: Persuasion	3
6	L.COM-383: Hippies in the Haight-Ashbury-AI	3
6	L.COM-388: Art & Dissent in Czechoslovakia-AC	3
6	L.COM-395: Topics	3
18 total required credits		

Requirements for the minor in Journalism:

Journalism minors are required to receive a minimum grade of C in L.COM-131. Journalism minors are required to receive a minimum grade of C+ in L.COM-225. If the minimum is not achieved, the student must retake the course. A 2.25 cumulative grade point average is required of all courses submitted for the minor.

Req	Course	Cr's
1	L.COM-131: Media and Society-EI	3
2	L.COM-158: Introduction to Television Production-EC	3
3	L.COM-225: Media Writing	3
4	L.COM-280: News Analysis	3
5	L.COM-305: Media Convergence	3
6	L.COM-293 or L.COM-492: Practicum	1
Select one from Req 7		
7	L.COM-202: PR Writing	3
7	L.COM-264: Desktop Publishing	3
19 total required credits		

2021-2022 MEDIA STUDIES COURSES:

L.COM-110: Oral Communication as Critical Inquiry

The course emphasizes participation in a variety of communication processes to develop, reinforce and evaluate communication skills appropriate for public, small group and (some) interpersonal settings. The course content and experiences will enable students to assume their responsibilities as message creators, senders, receivers and evaluators in a culturally diverse world. Fall and spring term. Approved for January Term. 3 credits.

L.COM-115: Oral Communication as Performance

Effective oral communication is viewed as an essential life skill that every person must possess in order to function in contemporary society. This experiential course engages literary analysis and communication for oral interpretive performance and aims to balance the development of both analytic and performance skills. The course endeavors to develop, reinforce and evaluate communication for public settings, with a view of public communication as a form of performance (not conversation), and narrative as the most resonant form of public communication. The course content and experiences will enable students to assume their responsibilities as message interpreters/creators, senders, receivers and evaluators. Hence, the course is designed to make students competent, critical, confident, literate and highly engaging communicators. 3 credits.

L.COM-121: Acting I-EC

An exploration of the art of acting through both theory and practical application, with the focus being on acting performance. Multiple styles of acting will be approached within the class. 3 credits.

L.COM-125: Go Dog Go: The Human/Canine Connection

"Man's (sic) best friend," "It's a dog's life," "Fighting like cats and dogs." These are more than sayings and phrases linked to a popular domestic animal. They are cultural references to the many communicative characteristics of the canine. In addition to their long-time role of family pet, herder, and police support staff, dogs are increasingly used for disability assistance, prisoner rehabilitation and nursing home fellowship. This course will immerse students in selected communication theories. Specifically, the course examines communication concepts such as perception, emotions, interpersonal interaction, compliance gaining, verbal messages and nonverbal messages. The course will also expose students to professionals who train and utilize dogs for their many communicative abilities. Students will complete service work. 3 credits. January term.

L.COM-131: Media and Society-EI

Media & Society is an Explorations course that examines the social roles of media and their impact on both society and the individual. We will also consider how information related to history, ethics, and law impact the freedom of expression in a diverse democracy. Additionally, we will examine media in a global context that reflects numerous sociological variables such as age, race, gender, and culture. Fall, Spring or J-Term.3 credits.

L.COM-150: Meditation: Less Technology—More Sense of Self-EI

In a media-saturated world, this course guides students toward the ability to do deep thinking and learning, which can enhance their relationships with others in both immediate and global contexts. Through the use of meditation and mindfulness practices, students will investigate and develop a philosophy of technology in order to use technology to support their goals and values, which empowers them to design a meaningful life through mindful curiosity and creativity. Such intentionality allows individuals to live well with themselves and others. This is a cell phone and screen-free class unless otherwise noted and includes 2 nights at a local retreat center. We will be using a meditation cushion everyday throughout the course, including the first day of class. Meditation cushions can be purchased on Amazon or other online stores. January term. 3 credits.

L.COM-158: Introduction to Television Production-EC

A study of the creative and applied aspects of media production. Includes theoretical, practical, aesthetic and audience study in developing, writing, producing, shooting, and editing creative media productions. 3 credits.

L.COM-159: Mock Trials

Intercollegiate participation as an attorney or witness in a simulated court trial or in a mediated settlement conference; stresses analytical and presentational skills. In part, the student will be evaluated by professors, attorneys, and judges. Prior legal knowledge not essential. Consent of instructor required prior to enrollment spring semester. 1 credit.

L.COM-164: Digital Imaging

This course combines the basic techniques of creating and manipulating images in a digital format through digital photography and Photoshop software. 3 credits.

L.COM-190: Communication Theory

An introduction to the theories and applications of communication in our daily lives. Various approaches are used to explore verbal, nonverbal, interpersonal, intercultural, and organizational communication. Cannot take concurrently with L.COM-255 Interpersonal Communication. 3 credits.

L.COM-193: Theatre Practicum

Hands-on experience through participation in a Loras Players production. Credit may be earned by participation in either the technical areas of the production or by participation as an actor. Contact the Director of the Loras Players. 1-3 credits.

L.COM-201: Principles of Public Relations

A basic course introducing the theories, processes and fields associated with public relations. Students will be involved in researching, planning and implementing programs designed to influence public opinions based on relevant theory. 3 credits.

L.COM-202: Public Relations Writing

A fundamental skills course in writing, editing and designing materials for use in public relations. Students will plan and create a public relations campaign. A minimum grade of B- is required for students majoring in Public Relations. 3 credits.

L.COM-204: Organizational Communication

A review of the classic and contemporary perspectives of organizational communication, including cultural and critical approaches. This course also explores organizational communication processes such as decision-making and conflict management, especially in diverse environments. Prerequisite or concurrent: L.COM-190. 3 credits.

L.COM-207: Stagecraft

An exploration and experience in the various aspects of recreational and educational theater. Emphasizes basic technical production elements, including scene construction, costumes, lighting, painting, properties, etc. Requires classroom demonstration production exclusive of acting. 3 credits.

L.COM-221: Directing for Stage & Screen-EC

The best directors use collaboration and leadership to illuminate story and facilitate the finest work of actors, designers, and production team members. COM 221 will provide you an opportunity to practice and hone your actor/director communication, script analysis, interpretation, and blocking skills. Upon completion of this course, you will be able to guide actors through the basic realization of a scene with an understanding of concept, conflict, character and their translation into action, composition, and rhythm. Spring semester. 3 credits.

L.COM-225: Media Writing

Emphasis on format, style, and writing techniques in television variety of media platforms. Practice in the development and scripting of news stories, commercials, and PSAs. For media studies majors or minors, the division requires a minimum grade of C+ in this course. Prerequisite or Corequisite: L.COM-131. 3 credits.

L.COM-235: Experimental Video

This course will explore the theory, criticism, and production of experimental video. Students will become acquainted with the purpose and motivation of experimental video in relationship to narrative and documentary forms. Prerequisite: L.COM-158 or L.COM-164 or permission of instructor. 3 credits.

L.COM-250: Classical Theatre-EC

A survey of the history and cannon of live theatre as it developed throughout Western culture with emphasis placed on the major historical periods and plays from the ancient Greek to early modern Realism movements. The course combines history lectures and play readings with critical response writing and mini-stylized performance projects. 3 credits.

L.COM-251: Modern Theatre-EC

A general introduction to live theatre with emphasis placed on audience appreciation, production practices, and modern and contemporary plays and musicals. The course combines lectures and play readings with research presentations and a devised performance project. 3 credits.

L.COM-255: Interpersonal Communication-AI

This course introduces students to interpersonal communication theories that help understand how we engage in person-to-person interaction with friends, family members, romantic partners, and co-workers. Additionally, this course highlights the many factors that contribute to the forming of one's self-concept. Students will also learn various elements of group dynamics and culture and analyze the way one's own identity relates to his/her membership in a particular community or organization. Prerequisites: L.LIB-100, L.LIB-105, L.LIB-110, and one course from L.LIB-130, L.LIB-135, or L.LIB-220. Cannot take concurrently with L.COM-190 Communication Theory. 3 credits.

L.COM-257: Electronic Field Production

Creative video production in out-of-studio locations; includes concept development, audience analysis, cinematography, audio sweetening, lighting, digital editing. Includes the creation of commercials, dramatic and documentary production. Prerequisite: L.COM-158. 3 credits.

L.COM-259: Mock Trials

Intercollegiate participation as an attorney or witness in a simulated court trial or in a mediated settlement conference; stresses analytical and presentational skills. In part, the student will be evaluated by professors, attorneys, and judges. Prior legal knowledge not essential. Consent of instructor required prior to enrollment spring semester. 1 credit per quarter. Can be repeated.

L.COM-262: Photojournalism

Hands-on examination of the process of telling journalistic stories through photography. Includes work in interviewing, topical research and image composition. 3 credits. January term or offered as needed.

L.COM-263: The Wonderful World of Animation

Students will experience the world of animation while examining the impact and development of animation in relation to its emergence as a part of the entertainment and information industries. A major part of the course will consist of an in-depth experience with animation software and other techniques used to create animation. No prerequisite. 3 credits. January term.

L.COM-264: Desktop Publishing

Principles and theories of design and layout used in developing a variety of publications. Includes typography, graphics, and copy fitting. Students must demonstrate competency with InDesign. Preference given to Public Relations majors and minors. 3 credits.

L.COM-280: News Analysis

An examination of the selection, content, and delivery of local and national news in a variety of media platforms. Students will engage a variety of news sources in order to gain a greater understanding of the media's role in determining what constitutes news. Hands-on, practical application of journalistic news making also required. Prerequisite or Corequisite: L.COM-158. 3 credits.

L.COM-285: World Cinema-AA, EC

An international survey focusing on films of cultural, historic, and artistic significance. The course utilizes film history and film theory to introduce students to the diversity of motion pictures as an art form and as a transmitter of culture. Prerequisites: L.LIB-100, L.LIB-105, L.LIB-110, and one course from L.LIB-130, L.LIB-135, or L.LIB-220.

L.COM-286: Identity & Community in Rock & Roll-AI, EI

Starting with the pre-rock music of the Blues and Country, the course explores the myriad movements and genres that gave rise to and defined communities and identities of the past 65 years, including Greasers, Beatniks, Hippies, Folkies, Rastafarians, Punks, and more. The course will also examine the ways in which music contributes to the individual identity. 3 credits.

L.COM-289: Global Filmmaking

A creative, media production course in which students travel to international and/or domestic locations to produce a film. As a production unit, students will engage in all elements of the production process, including research, writing, cinematography, editing, and distribution. The location, genre, and film style of each production will vary each year. Indicative work includes documentary, ethnographic, and narrative filmmaking. This course can be repeated. Open to sophomores, juniors, and seniors subject to professor approval. 3 credits. January term.

L.COM-290: Communication Management

An overview of the communication management process with an emphasis on both theory and practical application. The student will study, analyze, and draw conclusions from topics such as: audience research, media programming, ownership, legal and regulatory issues as well as other internal and external influences affecting the communication manager. Prerequisite: L.COM-131. 3 credits.

L.COM-293: Media Studies Practicum

Hands-on experience at the campus TV station. Experiences may include on-air talent, reporting, producing, news writing, editing, and management. Can be taken up to three times. Media Studies majors are required to complete a COM-293 and COM-493 sequence. Prerequisite: L.COM-158. 1 credit.

L.COM-296: The Haight-Ashbury: Exploring the History and Legacy of the Hippies-AI

This course will consider the philosophies, lifestyles, cultural products and legacy of the 1960s counterculture commonly known as the "hippies." In particular the course will examine how the hippies rejected the values of their parents' generation and embodied opposing values. This will entail looking at the origins of the hippies in the Beat Generation of the 1950s and their bohemian lifestyle, the height of the hippie movement in the Summer of Love of 1967, the demise of their utopian idealism, and the longer-lasting legacy of the counterculture in a variety of significant cultural movements, including environmentalism, pacifism, feminism, and a generally greater societal openness. The course will explore these topics through lectures, readings, films, music, discussion, and a trip to San Francisco and Monterey to visit the center of the hippie movement, the Haight-Ashbury District, and the location of the Monterey International Pop Festival. Prerequisites: L.LIB-100, L.LIB-105, L.LIB-110, and one course from L.LIB-130, L.LIB-135, or L.LIB-220. 3 credits. January term.

L.COM-300: Theatre Performance Through Workshopping

This course is developed so as to allow students to explore the performance art of "live theatre." Through workshopping techniques such as improvisation, storytelling, and speed writing; students will write, rehearse and perform as original performance piece. Previous performance experience is recommended. Instructor permission is required. 3 credits. January term.

L.COM-302: Creative Children's Theatre

Students will explore the world of children's theatre by creating an original script for performance during the spring semester. Students will formulate a performance concept, analyze submitted pieces from local elementary schools, provide feedback on the submitted pieces through a rubric developed by the class, and create a performance script based on the chosen pieces. Students must be available to participate in the children's production during the spring semester. Permission of the instructor is required. 3 credits. January term.

L.COM-305: Media Convergence

An examination of the methodologies, trends, and practices of social media technology. Extensive work in application of those technologies for mobile content creators. Prerequisite: L.COM-131. 3 credits.

L.COM-325: Political Campaign Communication

This course will allow students to investigate the various stages and theories of political campaigning in real time during the lead in to the Presidential Election. Students will be expected to attend rallies for multiple candidates and reflect on the methods of communication during those rallies. Students will also construct a campaign plan for a Congressional race in the upcoming elections. 3 credits. January term.

L.COM-348: Motion Graphics

This is an upper level, creative production course applying the concepts, techniques, and skills of motion graphics using Adobe After Effects. Through exercises and the process of creating their own unique work, students will develop an understanding of a variety of technical and conceptual methods when executing idea into form for both commercial and creative productions. Prerequisites: L.COM-158 or L.COM-164 or permission of instructor. 3 credits.

L.COM-351: Advanced Public Relations Writing

A continuation of the basic public relations writing course that includes the development of a PR campaign. Requires students to conduct situational analysis, create campaign strategies and tactics, and to demonstrate a grasp of appropriate principles. Prerequisite: L.COM-202. 3 credits.

L.COM-352: Advanced Broadcast Writing

Further development of skills introduced in the basic broadcast writing course, emphasizing longer and more complex formats, documentaries, corporate videos, and narrative programs. Elements to be included are knowledge of structure, flow, and appropriate presentation of content. Prerequisite: L.COM-225. 3 credits.

L.COM-357: Advanced Television Production

Further study and practice in television production and theory for the advanced student; emphasis on how to manage and direct productions. Requires individual demonstrations in traditional and experimental styles and forms. Limited enrollment. Prerequisite: L.COM257. 3 credits.

L.COM-365: Cinema: Critical Analysis

This course provides an overview of some of the theories by which films have been critiqued over the years. These include auteur theory, genre theory, feminist theory, and postmodern theory. 3 credits.

L.COM-375: Roots: Blues & Rock & Roll

Course examines the origins and significance of the Blues and Rock & Roll by focusing on two of the most important musical artists of the 20th century: Robert Johnson and Elvis Presley. Includes travel to Memphis and the Mississippi Delta Region. The course will look at the historical, musical, and cultural contexts in which the music was created. 3 credits. January term.

L.COM-377: From the Box Office to the Boxing Ring-Al, El

This course will help students to examine and analyze the rich history of boxing as a film genre as well as the form and movements associated with the sport of boxing. As an analytical topic, film study has a rich theoretical heritage both creatively and culturally. Historically, some of the first moving pictures shown in public in the 1890s were of boxing matches. As a sport, boxing has a deep socio-political, cultural and racial heritage as well. Jack Johnson shattered the color line and became the first African American heavyweight-boxing champion in 1908, 38 years before Jackie Robinson played his first major league baseball game. Muhammad Ali constructed the stage for athletes as political actors in the 1970s, decades before Colin Kaepernick took a knee. Restriction: Students must be on the AGE curriculum. January Term. 3 credits.

L.COM-380: Persuasion

A survey and application course based on theories of persuasion that are grounded in traditional rhetoric as well as behavioral and communication studies. Students will develop skills related to the research and delivery of persuasive messages, as well as the analysis and ethicality of persuasive techniques. Prerequisites: L.COM-110 or L.LIB-110; Prerequisite or Corequisite: L.COM-190. 3 credits.

L.COM-388: Art & Dissent in Czechoslovakia-AC

This course examines ways in which the arts, including literature, music, film, theater, and the visual arts, were used as forms of dissent and resistance in the 20th century. Representative topics include the life and literature of Franz Kafka, the creation and performance of art in the concentration camp at Terezin, the films of the Czech New Wave of the 1960s, the music of the Plastic People of the Universe, and the dissident writings of Vaclav Havel and others in the aftermath of the Soviet invasion of 1968 and how they contributed to the fall of Communism. Prerequisites: L.LIB-100, L.LIB-105, L.LIB-110, and one course from L.LIB-130, L.LIB-135, or L.LIB-220. 3 credits. January term.

L.COM-390: Media Criticism

A study and application of critical analyses of the media. Students will examine standards and theories applicable to the media, including aesthetic, social, regulatory, and production goals and strategies. Students will also study the media's obligations to the public, as well as the economics and politics of media production in light of its operational structure. Students will be required to know and apply abstract concepts to media texts. Prerequisite: L.COM-131. 3 credits.

L.COM-393: Communication Law

An analysis of legal regulation of communication: First Amendment, defamation, privacy, media access, free press-fair trial and commercial speech. The student is expected to read, evaluate, research, write and articulate significance in selected judicial opinions. Substantial background in media, public relations, politics or history recommended. Prerequisite: L.COM-131. 3 credits.

L.COM-394: Internship

Credit will be allowed for off-campus cooperative education experiences consistent with the student's background. Weekly reports, evaluation forms and conferences are required for credit to be received. Prerequisite: Substantial background in courses or experiences preparing the student for independent work in the area of the internship. Prior approval of the chairperson is required. Credit varies, 1-3 credits.

L.COM-395: Topics

An examination of various communication topics and/or issues. 3 credits.

L.COM-454: Public Relations Case Studies

An advanced course requiring analysis and evaluation of historical and current public relations situations. Students will be expected to synthesize their previous coursework as they investigate how organizations conduct different types of public relations. Prerequisites: Senior standing in the Public Relations major or minor or the consent of the instructor. 3 credits.

L.COM-485: Communication Research

The course examines the conceptual foundations of contemporary communication research. Students will learn quantitative and qualitative methods of analysis, ethical considerations within research, and how to apply communication theory to research. Students will produce a research study. A minimum grade of C is required for students majoring in Public Relations or Media Studies. Prerequisite: Senior standing in Public Relations or Media Studies or the consent of the instructor. 3 credits.

L.COM-490: Public Relations Senior Seminar & Portfolio-PJ, IN

This course reinforces key elements of the students' public relations skills and knowledge. Students will also reflect on their growth in the Loras Dispositions and their experiences throughout the general education and liberal arts curriculum. Course content is designed to help students prepare for postgraduate employment of an advanced degree. Prerequisite: senior standing in Public Relations or the consent of the instructor. 3 credits.

L.COM-491: Media Studies Capstone-IN

A seminar-style course requiring the student to prepare a major project or research paper for presentation in the spring semester. The course will explore a variety of advanced media topics. Prerequisite: Senior standing. 3 credits.

L.COM-492: Journalism Practicum

Hands-on experience with The Lorian or MyDuhawk.com converged website. Instructor approval required. Can be taken up to three (3) times. 1 credit.

L.COM-493: Media Studies Practicum

Hands-on experience in a producing/management role at the campus TV station; or with creation of a substantial, original media production. Can be taken up to three (3) times. Prerequisite: L.COM-293. 1 credit.

L.COM-498: Directed Readings

Independent Study course. See Division Chair for more information.