

S.I. Newhouse School of Public Communications

David M. Rubin, Dean

Joel K. Kaplan, Associate Dean
for Graduate Professional Studies

Carol M. Liebler, Director of Doctoral Studies

The S.I. Newhouse School of Public Communications offers master's degree programs for students who majored in areas other than mass communications as undergraduates, as well as for those with backgrounds in communications. Programs are offered in advertising; arts journalism; broadcast journalism; communications management (Independent Study Degree Program); magazine, newspaper, and online journalism; media management; media studies; new media; photography; public relations; and television-radio-film.

At the doctoral level, the mass communications program is designed for advanced study in research, analysis of public communications, and teaching.

The scope of the Newhouse School of Public Communications reaches far beyond the confines of the classroom. Distinguished communications professionals serve as visiting professors, sharing with students their expertise and bringing new dimensions in understanding and learning.

For a complete listing of faculty members associated with the Newhouse School, see the "Faculty" section at the back of this catalog.

ACCREDITATION

The school is accredited by the Accrediting Council on Education in Journalism and Mass Communications and is a member of the Association of Schools of Journalism and Mass Communications.

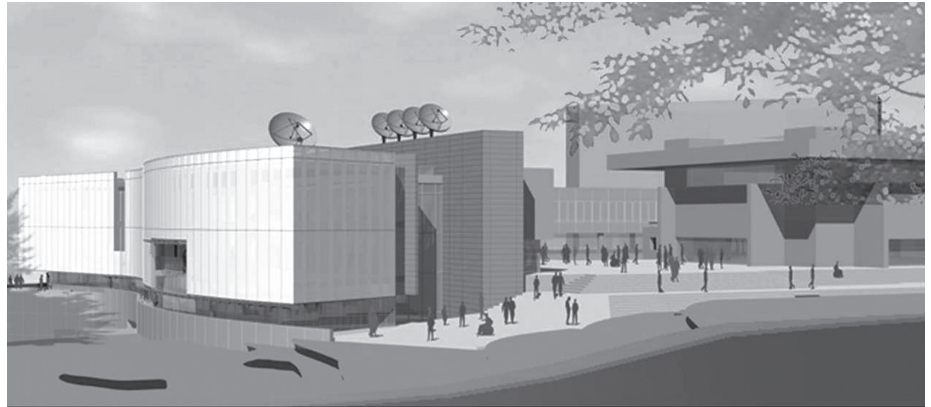
ADMISSION

Master's Degree Programs

Applicants for master's degree programs must have bachelor's degrees from accredited colleges or universities and must take the aptitude test of the Graduate Record Examination. International students who have not received a previous degree from a college or university in the United States or who have not studied for one year at a college or university in an English-speaking country must take the TOEFL (Test of English as a Foreign Language) examination or IELTS (International English Language Testing Systems) examination, in addition to the GRE. Applicants to the photography master's program and to the communications management limited residency/distance learning master's program are each required to submit a portfolio for admission. Inquiries should be directed to the Graduate Records Office, Newhouse School of Public Communications.

Doctoral Program

Only students with outstanding records will be considered. A candidate must be a graduate of an accredited college or university and have a master's degree or equivalent in communications or a field considered appropriate by the school's committee on graduate programs. In exceptional cases, the master's requirement may be waived.



Inquiries about the doctoral program should be directed to Carol Liebler, Director of Doctoral Studies, Newhouse School of Public Communications.

DOCTORAL AWARDS

In addition to University fellowships and scholarships, the Newhouse School funds up to five new doctoral students each year who help support research or the teaching of undergraduate classes. Some research assistants work with either the John Ben Snow Chair or the S.I. Newhouse Chair.

OTHER GRADUATE AWARDS

Newhouse Foundation Fellowship/Internship for Minorities Established in 1993, these awards are made annually to two minority students who wish to enroll in the magazine, newspaper, and online journalism master's program and who intend to pursue a career in newspaper journalism. Only students who are U.S. citizens and who have majored in subjects other than journalism on the undergraduate level are eligible. Funded by the Newhouse Foundation, each award provides free tuition and a monthly stipend for 18 months of study (during which time the student also works as a reporting intern at the Syracuse Newspapers) and a competitive entry-level newspaper reporting salary at a guaranteed year-long apprenticeship on a Newhouse newspaper after the awardee earns the master's degree. While an awardee is a student, funding is also provided to cover health insurance, moving expenses (up to \$1,500), books and academic supplies (up to \$1,000), and travel to professional conferences (up to \$800). These awards are offered through the Syracuse University Corporate Access Partnership Program.

Liu Foundation Multicultural Scholarships Established in 2003, these awards are designated for outstanding applicants who demonstrate financial need, have a background and/or interest in multicultural communications, and demonstrate a career interest related to multicultural communications. Such background interest might be indicated by undergraduate study abroad, an undergraduate major in a foreign language, and/or communications work experience in a non-U.S. setting.

CABLEready Graduate Scholarship Established in 2002, this scholarship is designated for a deserving student who demonstrates financial need and who has evidenced active interest in the business of broadcasting through his/her job history, internships, involvement in industry associations or similar criteria. Preference given to students admitted to the media management program.

Teaching Assistantships The S.I. Newhouse School of Public Communications offers several teaching assistantships each year to incoming master's degree students, based on applications made at the point of applying for entry into one of its master's degree programs. These assistantships offer a maximum of 24 credits and a stipend. Assignments are based on the curricular needs of the school. Typically, students who have professional practical experience in producing or writing for the electronic media, computer graphics and maintenance, communications photography, advertising, or public relations are eligible for assistantships, as well as those who show promise assisting in introductory mass media and critical perspectives courses.

FACILITIES

The S.I. Newhouse Communications Center's two buildings are known on campus as Newhouse I and Newhouse II. Both buildings have faculty offices and classrooms capable of supporting web, PowerPoint, and multimedia presentations. In fall 2007, a third building, Newhouse III, will enhance the complex and be open for classes.

Newhouse I contains most of the school's administrative offices; computerized news writing and editing laboratories with research tools, such as SPSS and Lexis-Nexis; graphics and multimedia laboratories with CD and DVD burners; and an advertising/public relations campaigns laboratory. There is a large professional photography studio and there are laboratories for electronic imaging, digital color printing, and conventional film processing, and darkrooms for black-and-white printing.

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Newhouse II contains two professionally equipped television studios with a master control room and an extensive field-equipment facility that monitors the use of dozens of digital video camera systems (e.g. DV, DVCam, DVC pro formats), lights, microphones, and other production accessories. Post-production facilities include linear video-editing suites; nonlinear editing suites (AVID[®] and Final Cut Pro[®]); three digital sound studios equipped with Pro Tools[®] digital audio workstations (5.1 surround) and 24-track state-of-the-art digital consoles; 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 Adobe Audition[®]; a studio devoted to learning live reporting; and screening and viewing rooms. Newhouse students are involved extensively in the University's *Orange Television Network* which is headquartered in the Newhouse II Studio Complex.

Newhouse III will house a 350-seat auditorium; a convergence laboratory in which students can build web-based, interactive information sites; two student lounges; spaces for media-related student activities; and a research center. Once the new building is open, the school will also have a new dining and social center that will connect all three buildings in the complex. A new glass-enclosed bridge connecting Newhouse I and Newhouse II will provide not only a walkway, but also a winter garden setting for studying or socializing.

Library Collection The Syracuse University library's communications collection holds volumes of technical works on advertising, printing, editing, law of the press, communication theory and research, public relations, photography, and freelance writing. In addition, there are numerous professional magazines; collections of the memoirs of foreign correspondents; and private papers of American newsmen, broadcasters, authors, and cartoonists. The library provides the campus community with remote access to a number of full text and subject-specific databases, including the AccuNet/AP Multimedia Archive, Communications Abstracts, Proquest, and Lexis-Nexis.

Bird Library is also the repository of much of the material of several American columnists of national note—the late Drew Pearson, Westbrook Pegler, George Sokolsky, Harold Ickes, Dorothy Thompson, and Arthur Brisbane; an outstanding collection of prints, negatives, and personal papers bequeathed to Syracuse University by Margaret Bourke-White; personal papers and scripts of communications personalities Norman Corwin, Mike Wallace, and Fulton Lewis Jr.; the historical *Omnibus* television program collection; scripts and videotapes of *St. Elsewhere*; and others. The library houses the Belfer Audio Laboratory and Archive, the largest collection of sound recordings held by a private institution in North America. The library maintains an extensive archive of scripts, videotapes, and personal papers in the field of television history. Interviews by Arthur Unger, *Christian Science Monitor* correspondent, and Steven H. Scheuer, television critic, are among the items in the archive.

Bleier Center for Television and Popular Culture The 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 in artist-in-residencies, 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 Professor Robert Thompson, director, 315-443-4077.

Programs

Graduate programs in the Newhouse School lead to master's degrees in the sequences described below and to a doctoral degree in mass communications.

All candidates for master's degrees (M.A., M.S.) must satisfactorily complete no fewer than 30 graduate credits approved by the dean of the Newhouse School of Public Communications and the Graduate School. The specific number of credits required varies from 30 to 42 credits (see the program descriptions for specific requirements). At least 50 percent of a student's classroom courses must be at the 600-level or above. Except where noted, Newhouse courses carry three credits.

With one exception, all work must be done at the University. By petition, matriculated students may transfer a maximum of 6 credits from another approved graduate school. Transfer credits must have been completed no earlier than seven years before degree completion and must be judged applicable to the student's degree program.

The completion of a specific number of courses does not, in itself, qualify the candidate for completion of the program. The degree is awarded only after the student has attained a proficiency in research and knowledge of the methods and philosophy of public communications as demonstrated through completion of a comprehensive examination, thesis, project, or capstone course.

A thesis is required in the media studies program and, in certain cases, allowed in other sequences. A candidate submitting a thesis must give evidence of original research and be able to defend the thesis successfully before an examining board of faculty from the school. A student required or electing to do the thesis must register for 3 to 6 credits of thesis work.

Most students choose to do coursework, including a capstone course, instead of writing a thesis. Comprehensive examinations are required in the public relations and the television-radio-film sequences.

In addition to the M.A. and M.S. degree programs described in the following sequences, the school offers a joint degree program with the College of Law on a space-available basis.

All inquiries should be directed to the Graduate Records Office, Newhouse School, 215 University Place, Syracuse NY 13244-2100; 315-443-4039, Fax 315-443-3946, pcgrad@syr.edu. The school maintains a web site with additional information: newhouse.syr.edu.

Advertising (M.A.)

(36 credits)

Contact Amy P. Falkner, Chair,
362 Newhouse II, 315-443-4518.

Faculty S.W. Alessandri, A.P. Falkner, J.P. Jones, C.V. Lloyd, E.W. Russell, G. Wu.

The advertising management program includes coursework in advertising practice and management, advertising media, advertising writing, research methods, or communications theory. Students complete the program by developing a comprehensive communications campaign for a real-world client.

Required Courses

- GRA 617 Visual Communications Theory and Practice
- NEW 605 News Writing and Reporting *
- ADV 601 Introduction to Copy and Layout
- ADV 604 Seminar in Advertising Practice and Management (not required for students with previous general advertising courses)
- COM 605 Research Methods *or*
- COM 755 Communications Theory
- COM 698 Media Law
- MAR 755 Marketing Communications Strategy (or other approved management course)
- ADV 625 Advertising Campaigns (6 credits)

* Substitution of ADV 607 Writing for the Advertising Profession is being considered for 2006-07.

Advertising Specialization (choose one)

- ADV 507 Advertising Media
- ADV 509 Advertising Research

Advertising Elective (choose one)

- ADV/ICC 523 Interactive Advertising and e-branding
- ADV 645 Economics, Persuasion, and the Global Marketplace

Free Elective (choose one)

Arts Journalism (M.A.)

(36 credits)

Contact Johanna Keller, Director,
364A Newhouse II, 315-443-2419.
artsjournalism.syr.edu

Core Faculty P. Cuperman (Film, College of Arts and Sciences), D. Godfrey (Music, College of Visual and Performing Arts), J. Keller (Journalism, S.I. Newhouse School of Public Communications), M. Linder (Architecture, School of Architecture), C. MacDonald (Drama, College of Visual and Performing Arts), M. Warner (Fine Arts, College of Arts and Sciences).

The Goldring Arts Journalism program is the first of its kind to train arts journalists at an accredited journalism school. Based at Newhouse, the program is an interdisciplinary collaboration with the School of Architecture, the College of Arts and Sciences, and the College of Visual and Performing Arts, giving students access to an array of arts and journalism courses taught by writers, academics, and artists.

The curriculum offers a uniquely flexible combination of arts and communications courses to meet the educational objectives of each student. The student will arrive with specialized expertise or declared interest in one

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of five arts concentrations—architecture, film, fine arts, music, or theater. Working closely with two advisors—the program director and a faculty member specializing in one of the five arts areas—students identify their educational objectives and create their own curricula of journalism and arts courses. Through its core courses, the Goldring Arts Journalism program offers opportunities for experiential and cross-disciplinary learning.

The 36-credit master's degree is completed in one calendar year. The intensive program begins at Syracuse University in early July. In the fall and spring, students take journalism and arts classes and have the option of a magazine or newspaper internship. During the winter break, students embark on an arts-immersion trip to New York City, which includes attendance at theater and music performances, film screenings, museum and gallery tours, architectural site visits, symposia, and lectures; encounters with artists and administrators at major arts institutions; and writing workshops with arts editors and writers. The program concludes with a capstone writing workshop in May and June. The program was made possible by a gift from SU Trustee and arts patron Lola Goldring and her husband Allen. Additional information is available at artsjournalism.syr.edu.

Required Courses

AJP 601	Issues for Arts Journalists
AJP 611	Arts and Arts Criticism
AJP 621	Practicum: New York City Arts
AJP 631	Capstone: Arts Writing Workshop
COM 698	Media Law
NEW 605	News Writing and Reporting*

Electives (18 credits)

Additional graduate courses in architecture, film, fine arts, music, or theater, as well as journalism, communications, and writing courses.

* Students with substantial journalism background may petition to substitute a suitable elective.

Broadcast Journalism (M.S.)

(40 credits)

Contact Dona Hayes, Chair,
362B Newhouse II, 315-443-1944.

Faculty H. Brown, M. Cremedas, F. Currier, B. Fought, D. Hayes, R. Lissit, J. Nicholson, D. Smith, D. Torrance, C. Tuohey, R. Wenner.

The master's degree program in broadcast journalism is designed to provide the necessary combination of practical training and theoretical study to prepare students for careers in electronic journalism. All students take required coursework in writing, information gathering and reporting, editing, producing, and anchoring for radio and television news. No previous training in broadcasting or journalism is required.

The final on-campus capstone course for the master's degree involves the production of two daily newscasts. This course is followed by a summer seminar and internship in Washington, D.C.

Required Courses

Credits

COM 647	Applied Media Research	3
COM 698	Media Law	3
RTN 500	Mining the Net	1
RTN 600	Washington Seminar and Internship	4

RTN 611	Television/Radio Newswriting	3
RTN 636	Critical and Historical Perspectives on Broadcast Journalism	3
RTN 663	Radio News Reporting	3
RTN 664	Television News Reporting	4
RTN 665	Television News Producing/Anchoring	6
RTN 667	Advanced Television Reporting (Capstone Course)	4

Electives (6 credits, choose two courses)

Selection may vary in any given year.

ICC 555	Communicating with Computers
ICC 565	Designing Interactivity
ICC 585	Advanced Interactive Communications
PHO 555/556	Photography for Newspaper and Magazine with Lab
NEW 530	Selected Topics in Specialized Reporting
RTN 530	Selected Topics in Specialized Reporting
RTN 567	Advanced Newscast Producing and News Management
TRF 500	Selected Topics
TRF 522	Multicamera Production
TRF 525	Sound for Picture
TRF 530	Popular Culture Studies
TRF 545	Television and Radio Performance
TRF 560	Topics in International Perspectives
TRF 593	Radio Business
TRF 594	The Television Business
TRF 614	Writing and Designing for Interactive Media
TRF 634	Children and Television
TRF 683	Communications Industry Frontiers

Or, in some isolated cases, select one of the courses in the last group above and complete an independent study project (COM 690) or Internship (COM 670) for 3 credits.

Communications Management (M.S.)

(36 credits)

LIMITED RESIDENCY/DISTANCE LEARNING PROGRAM

Contact Maria P. Russell, Academic Director,
305 Newhouse I, 315-443-3368,
Fax: 315-443-3946, commgt@syr.edu;
www.newhouse.syr.edu/ISDP.

Since 1995, the S.I. Newhouse School of Public Communications and its Department of Public Relations have offered an interdisciplinary 36-credit Independent Study Degree Program leading to a master of science degree in communications management for a select group of experienced public relations practitioners (minimum five years full-time experience in public relations or related field required).

The master's program draws upon the interdisciplinary strengths and international reputations of the Newhouse School, the Maxwell School of Citizenship and Public Affairs, and the Martin J. Whitman School of Management. The program takes a minimum of two years to complete, with a required week-long residency on the Syracuse University campus at the start of the fall term (mid-August); a required week-long residency at Syracuse University's Lubin House in New York City in the spring term (early January); and a required week-long spring residency in Syracuse (mid-May). Students enroll in as

Credits

many terms as meet their professional and personal schedules, but each enrollment requires the residency. During the residencies, faculty members present an overview of the entire course and the guidelines for independent study. Upon return to his/her community, the student studies and completes assignments at his/her own pace, meeting predetermined deadlines over the 15-week semester. Access to faculty is ongoing through the use of mail, electronic mail, web sites (Blackboard), telephone, or facsimile transmission. After completing 30 to 33 credits (10 or 11 three-credit courses), the student chooses to complete the program with **either** a 6-credit master's thesis or a 3-credit professional project and an additional elective.

Courses in this interdisciplinary program are drawn from the following general areas: public relations theory, research, law, management, communications theory, new technologies, accounting, finance, organizational behavior, strategic planning, crisis management, problem-solving, conflict resolution, negotiation, leadership, advertising, and marketing.

Magazine, Newspaper, and Online Journalism (M.A.)

(36 credits)

Contact Melissa Chessher, Director,
362 Newhouse II, 315-443-4004.

Faculty M. Chessher, S. Davis, J.A. Deppa, E.L. Flocke, W. Glavin, C. Grimes, D. Hajdu, J.K. Kaplan, J. Keller, R.E. Lloyd, S. Masciat, N.W. Sharp, R.J. Vickers, F. Ward, J.B. Wright.

The magazine, newspaper, and online journalism program prepares students to work on the nation's newspapers, wire services, magazines, and online web sites. Students learn to meet professional standards in whichever specialization they choose: writing, reporting, design, or editing. The program emphasizes deadline requirements, reportage, and field study.

Required Courses

COM 698	Media Law
GRA 617	Visual Communications Theory and Practice
NEW 605	News Writing and Reporting
NEW 608	Principles of Journalism
NEW 617	Advanced Reporting
NEW 630	Journalism Enterprise (6 credits)

Research (choose one)

COM 605	Research Methods
COM 637	Historical Methods in Mass Media
COM 647	Applied Media Research
COM 755	Communications Theory

Editing/Design (choose one)

ICC 565	Designing Interactivity
MNO 608	Magazine Editing
NEW 508	Newspaper Editing

Electives (choose three; 9 credits)

Electives will be selected in consultation with the student's advisor from the broad range of graduate offerings in the Newhouse School and the University at large. Many students elect to complete an internship (NEW 535) at one of several Central New York newspapers.

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Media Management (M.S.)

(36-42 credits)

Contact Bud Carey, Director,
386 Newhouse II, 315-443-4170.

Newhouse faculty See faculty listings for individual programs in the S.I. Newhouse School of Public Communications.

Management faculty See faculty listings under M.B.A. program in the Martin J. Whitman School of Management.

This program focuses on the management, finance, and marketing functions of the communications industry. The master of science degree in media management is granted jointly by the Newhouse School of Public Communications and the Martin J. Whitman School of Management. The required number of graduate credits varies from 36 to 42, depending upon the student's prior academic background.

Requirements of the Newhouse School of Public Communications

Required Course

TRF 683 Communications Industry Frontiers

Mass Communications Research/Theory

(choose one)

COM 605 Research Methods
COM 637 Historical Methods in Mass Media
COM 647 Applied Media Research
COM 755 Communications Theory

Mass Communications Law (choose one)

COM 698 Media Law
TRF 637 Telecommunications Law and Policy

Media Management (choose two)

ADV 604 Advertising Practice and Management
NEW 608 Principles of Journalism
PRL 605 Organizational Public Relations
TRF 592 Film Business
TRF 594 The Television Business

Capstone

TRF 689 Media Management Capstone
(6 credits)

Requirements of the Martin J. Whitman School of Management

Required Courses

MBC 631 Financial Accounting
MBC 636 Marketing Management
MBC 639 Leadership in Organizations*
MBC 645 Strategic Management

* new course proposed for 2006-07

Elective (choose one)

MBC 632 Managerial Accounting
MBC 633 Managerial Finance
MBC 634 Introduction to Information Technology and E-commerce
MBC 635 Operations and Supply Chain Management
MBC 638 Data Analysis and Decision Making
Elective with permission of program director.

All students are required to participate in Learning is a Team Effort (LITE) week and other required programs. Students without prior background in communications must complete an additional 6 credits in Newhouse course-work chosen in conjunction with the program director.

Media Studies (M.A.)

(36 credits)

Contact Carol M. Liebler, Director,
270 Newhouse II, 315-443-3372.

Faculty See "Faculty, S.I. Newhouse School of Public Communications" at the back of this catalog.

This program emphasizes media processes and effects. Areas of inquiry include, but are not limited to, political communication, social effects, and media and diversity. This program stresses media theory and research, with students exploring a topic of their choosing in a culminating thesis. It is excellent preparation for more advanced study at the doctoral level or for research-oriented jobs in the private or public sector.

Requisite Three credits of undergraduate or graduate coursework in media skills. Extensive professional experience can be substituted by petition.

Required Courses

COM 701 Proseminar for Graduate Study
(0 credit)
COM 605 Research Methods
COM 698 Media Law *or*
TRF 637 Problems in Telecommunications Law
COM 601 Thesis Design
COM 755 Communications Theory
Graduate-level professional skills course approved by student's advisor.

Additional Research Course (choose one)

COM 637 Historical Methods in Mass Media
COM 806 Advanced Survey Research Methods
COM 807 Content Analysis Research Methods
TRF 696 Television Research
ADV 509 Advertising Research

Perspectives in Communications Course

(choose two)

ADV 645 Economics, Persuasion, and the Global Marketplace
COM 646 Media and Diversity
COM 688 Origins of Contemporary Media Issues
COM 700 Selected Topics
COM 788 Theories of Media Content
NEW 608 Principles of Journalism
TRF 636 Critical and Historical Perspectives on Television, Radio, and Film
TRF 683 Communications Industry Frontiers
TRF 698 Social Effects of Television

Electives 9 credits (choose three)

Elective courses will be selected in consultation with the student's advisor from the broad range of graduate offerings in the Newhouse School and the University at large.

Thesis (3 credits)

New Media (M.S.)

(36 credits)

Contact Stephen Masiolat, Director,
301 Newhouse I, 315-443-9243.

Faculty See faculty listings for the S.I. Newhouse School of Public Communications and the School of Information Studies at the back of this publication.

This master's program intends to create producers for new media design, production, and distribution, and is offered in collaboration with Syracuse University's School of Information Studies. New Media students must have a broad understanding of technology, business, writing, and design as it applies to the new media industries. Students have further opportunities to enrich their studies with elective courses in related communications and information studies areas. The students' professional experience is enhanced with a professional seminar. A required capstone project or industry internship completes the program.

Required Courses

COM 698 Media Law *or*
IST 618 Survey of Telecommunications and Information Policy
ICC 605 Writing for the New Media
ICC 695 Proseminar on New Media
IST 553 Information Architecture for Internet Services
IST 641 Behavior of Information Users

New Media Business (choose one)

IST 642 Electronic Commerce
IST 775 Information Industry Strategies

Interactive Communications Core Options (choose two)

ICC/ADV 523 Interactive Advertising and e-branding
ICC 555 Communicating with Computers
ICC 565 Designing Interactivity
ICC 585 Advanced Interactive Communication

Culminating Experience (choose one)

ICC 635 New Media Culminating Experience (6 credits)
ICC 696 New Media Capstone Workshop (6 credits)

Electives (choose two)

Elective courses will be selected in consultation with the student's advisor from the broad range of graduate offerings in the Newhouse School, the School of Information Studies, and the University at large.

Photography (M.S.)

(30-33 credits)

Contact Anthony Golden, Chair, Visual and Interactive Communications, 313 Newhouse I, 315-443-2304.

Faculty A.R. Golden, L. Mason, S. Park, D.C. Sutherland.

The graduate program in communications photography is for advanced students who wish further study in a specialized area. To augment the emphasis on visual communication, the program also includes writing and research for photojournalism and other communications fields, such as advertising and illustration photography.

Prerequisites All students admitted to the program must have backgrounds in communications-style photography. A portfolio of photographs is required and should be sent

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separately to Professor Anthony Golden, Chair, Visual and Interactive Communications Department, Newhouse School, 215 University Place, Syracuse NY 13244.

PROGRAM OPTION A: THESIS

Required Courses

COM 997 Master's Thesis, 6 credits
GRA 617 Visual Communications Theory and Practice
PHO 608 Problems in Photography

Photography (choose one)

PHO 504 Advertising and Illustrative Photography II
PHO 525 Picture Editing

Mass Communications and Society (choose one)

COM 605 Research Methods
COM 698 Media Law
COM 755 Communications Theory

Photo Electives

6 credits from graduate-level photography courses.

General Electives

6 credits of graduate coursework.

Students who elect to write a thesis should have an idea for a topic early in the program. The thesis may be creative, historical, scientific, or statistical in nature.

PROGRAM OPTION B: SPECIAL PROJECT

Required Courses

COM 605 Research Methods *or*
COM 755 Communications Theory
COM 698 Media Law
GRA 617 Visual Communications Theory and Practice
PHO 608 Problems in Photography *or*
PHO 609 Problems in Photography

Photography (choose one)

PHO 504 Advertising and Illustrative Photography II
PHO 525 Picture Editing

Photo Electives

9 credits from graduate-level photography courses

General Electives

9 credits of graduate coursework

In addition to the above courses, the student must submit a proposal to the faculty for a major and significant photographic project. After approval and successful completion of this project along with the above coursework, the faculty will recommend the candidate to the Graduate School for the master's degree.

Public Relations (M.S.)

(36 credits)

Contact Dennis F. Kinsey, Chair,
303 Newhouse I, 315-443-3801.

Faculty S.W. Alessandri, D.F. Kinsey, R.M. Kucharavy, K. Lee, M.P. Russell, B. Wrigley, S.U. Yang.

The 36-credit program in public relations is an intensive thirteen months of professional study primarily for recent college graduates seeking entry into the field of public relations. The program also enrolls public relations practitioners with fewer than five years of experience who are seeking to renew and refine their skills. In either case, master's degree students have the

opportunity to explore in depth the theoretical underpinnings of the practice. The program is distinguished by its many fine alumni both nationally and abroad, working and teaching in the full spectrum of public relations specialties.

Students choose between two tracks: one that leads to a career in the practice of public relations, the other to advanced study in preparation for a teaching and/or research career. The professional track is completed by a capstone examination and internship. The thesis track is completed by a thesis.

PROFESSIONAL TRACK

Requirements

GRA 617 Visual Communications Theory and Practice
NEW 605 News Writing and Reporting
COM 698 Media Law
PRL 604 Public Relations Writing
PRL 605 Organizational Public Relations
PRL 611 Public Relations Research
PRL 615 Public Relations Campaigns
PRL 635 Public Relations Culminating Experience (6 credits)
PRL 725 Public Relations Management

Comprehensive exams required

Electives (choose two)

Elective courses will be selected in consultation with the student's advisor from the broad range of graduate offerings in the Newhouse School and the University at large.

THESIS TRACK

Requirements

GRA 617 Visual Communications Theory and Practice
NEW 605 News Writing and Reporting
COM 605 Research Methods
COM 698 Media Law
COM 755 Communications Theory
PRL 604 Public Relations Writing
PRL 605 Organizational Public Relations
PRL 611 Public Relations Research
PRL 615 Public Relations Campaigns
PRL 725 Public Relations Management
Thesis (6 credits) required

Television-Radio-Film (M.A.)

(36 credits)

Contact Michael Schoonmaker, Chair,
362 Newhouse II, 315-443-4004.

Faculty S.R. Alten, R.L. Breyer, B. Carey, F. Chew, G. Comstock, R. Dubin, L. Elin, T. Goenka, S. Hollenback, P. Longstaff, P. Moller, M. Schoonmaker, E. Smith, R. Thompson, D. Torrance, R.R. Wright Jr.

Television-radio-film (TRF) graduates work as writers, directors, editors, producers, media executives, multimedia designers, managers, entertainment lawyers, and agents. Some run their own businesses, while others work for organizations like MTV, CAA, CNN, Time Warner, NBC, Nickelodeon, Court TV, and Paramount Pictures.

The department's curriculum stresses three general areas of study:

Writing and Production Students are taught to tell stories aurally and visually. They have the opportunity to study and practice a wide variety of styles and techniques.

Decision Making and Regulation Students examine the foundations and dynamics of the television, radio, film, and interactive media businesses.

Critical Issues Students study the literature of electronic media and cinema, as well as their social and cultural implications.

They begin their studies with an intensive summer experience in July. Most finish the program with a major-market internship (N.Y.C., L.A., D.C.) during the first six weeks of the following summer.

The TRF program of study consists of 12 courses: 4 requirements, and 8 electives across the 3 categories of writing/production, management, and mass communications and society. At least 18 credits of the program's total 36 credits of coursework must be at the 600 level or above. Students must pass a comprehensive examination, which they are eligible to take upon completion of 27 credits.

Requirements (12 credits)

TRF 636 Critical and Historical Perspectives for Television, Radio, and Film
TRF 637 Telecommunications Law and Policy
TRF 655 Television Practices
TRF 696 Television Research

Group Electives (24 credits)

Students select a total of eight courses, at least one from each of the subject areas listed below. Students may petition courses from other Newhouse or University programs to count as electives in their program of study. Courses are 3 credits, unless otherwise noted.

Group I Management

TRF 500 Selected Topics (Management)
TRF 510 Specialized Practice (1-credit modules)
TRF 592 Film Business
TRF 593 Radio Business
TRF 594 The Television Business
TRF 595 Programming and Audience Analysis
TRF 600 Industry Practicum
TRF 600 Industry Seminar
TRF 661 Advanced Management Seminar
TRF 683 Communications Industry Frontiers

Group II Mass Communications and Society

TRF 530 Popular Culture Studies
TRF 560 Topics in International Perspectives
TRF 600 Critical Methodologies
TRF 634 Children and Television
TRF 698 Social Effects of Television

Group III Writing and Production

TRF 500 Selected Topics (Writing/Production)
TRF 510 Specialized Practice (1-credit modules)
TRF 521 Dramatic Production
TRF 522 Multicamera Production
TRF 523 Shortform Production
TRF 524 Music Recording
TRF 525 Sound for Picture
TRF 527 Documentary Production
TRF 545 Television and Radio Performance
TRF 556 Production Practicum-Television
TRF 557 Screenwriting Master Class
TRF 558 Advanced Practice: Audio
TRF 559 Advanced Practice: Filmmaking
TRF 634 Children and Television
TRF 611 Dramatic Writing for Television and Film
TRF 612 Persuasive Writing

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- TRF 613 Writing and Designing the Documentary
TRF 614 Writing and Designing for Interactive Media
TRF 621 Feature Film Writing
TRF 622 Comedy Writing
TRF 624 Great Screenplays
TRF 650 Advanced Practice: Special Projects
TRF 657 Music Underscoring

Ph.D. in Mass Communications

Contact Carol M. Liebler, Director of Doctoral Studies, 270 Newhouse II, 315-443-3372.

Faculty See "Faculty, S.I. Newhouse School of Public Communications" at the back of this catalog.

The Ph.D. in mass communications in the Newhouse School of Public Communications is rooted in the social and behavioral sciences and is an interdisciplinary degree, with doctoral students taking classes outside the Newhouse School and developing at least one outside area of expertise. Students may draw on an extensive variety of faculty in other schools at Syracuse University.

Students can specialize in the functions and social effects of print and electronic media or focus on media-related institutions in society. Among the topics they might consider are: influences on media content, media influence on social behavior, new communications technologies, advertising influences on consumer behavior, public relations, media law and ethics, diversity and the media, science communication, and political communication.

Coursework includes four areas of study: mass communication theory, research methods and statistics, courses related to the dissertation, and a substantive area outside the Newhouse School (e.g., sociology, psychology, political science, information studies).

Doctoral students complete at least 90 semester credits beyond the bachelor's degree. Of the 90 credits, 18 credits count toward the dissertation. Of the 90 credits, at least 36 classroom credits must be earned in residence at Syracuse University. Doctoral students entering the program with master's degrees should be able to complete the program in three years.

Requisite Applicants with master's degrees will be given preference for admission to the Ph.D. program.

Required Areas of Study

Proseminar

- COM 701 Proseminar for Graduate Study (0 credit)

Mass Communication Theory

- (at least 15 credits, including:)
COM 755 Communications Theory
TRF 698 Social Effects of Television
COM 788 Theories of Media Content

Research Methods and Statistics

- (at least 15 credits, including:)
COM 605 Research Methods

Two of the following courses:

- COM 700 Advanced Research Methods—Experimental Design
COM 700 Advanced Research Methods—Qualitative Research
COM 806 Advanced Survey Research Methods
COM 807 Content Analysis Research Methods and two statistics courses.

Concentration #1

At least 15 credits of coursework in an academic area outside the Newhouse School.

Concentration #2

At least 15 credits of coursework in an area of interest to support the dissertation topic.

Dissertation (usually 18 credits).

Courses

See page 41 for a guide to reading course descriptions, including a key to the symbols representing frequency of offering (S, Y, E, O, SI, IR, SS) and repeatability (R).

Advertising

ADV 507 Advertising Media 3 S Characteristics of major media. Rates and sources of information. Evaluation of representative media. Problems of coverage, duplication, costs, and scheduling. Advertising salesmanship. Media sales presentations. Prereq: ADV 207.

ADV 509 Advertising Research 3 S Tools and techniques used to gain understanding of audiences for marketing communications messages. Fundamentals of consumer behavior and account planning, quantitative and qualitative research methods, media research, and copy testing. Prereq: ADV 207.

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/ICC 523 Interactive Advertising and e-branding 3 Y 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.

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. *Effective spring 2007.*

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 401/402.

ADV 601 Introduction to Copy and Layout 3 Y Students will be exposed to the entire creative process of writing and designing ads in order to develop their ability to judge, as future advertising managers, what comprises a strong ad campaign. Prereq: ADV 604, GRA 617.

ADV 604 Seminar in Advertising Practice and Management 3 Y Examination of advertising with the modern business structure; corporation; agency and media relationships; analysis of creative, research, and planning aspects. Limited to graduate students who have had no general course in advertising.

ADV 607 Writing for the Advertising Profession 3 SS The fundamentals of researching and developing advertising strategies for campaigns. Students will gain proficiency in professional and creative/persuasive writing used in internal and external communications by advertising managers. Advertising graduate students only.

ADV 625 Advertising Campaigns 6 SS Capstone course for students in advertising master's program. During 6-week summer session develop comprehensive marketing communications campaign for a local organization. Work from problem identification through final creative executions. Intensive, hands-on experience. Graduate standing. Prereq: ADV 604.

ADV 645/345 Economics, Persuasion, and the Global Marketplace 3 Y 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 (for undergraduates): COM 107.

Arts Journalism

AJP 601 Issues for Arts Journalists 3 SS The arts and popular culture in the mass media, the economics and economic impact of the arts, legal issues, how nonprofit organizations function, and current aesthetic trends. The presentation and reception of various arts in contemporary society.

AJP 611 Arts and Arts Criticism 3 Y Arts criticism in the fields of architecture, film, fine arts, music, and theater, particularly contemporary forms. Attendance at art events and critical writing required. Prereq: AJP 601.

AJP 621 Practicum: New York City Arts 3 Y Ten-day arts immersion trip to New York City. Performing arts events, museum and studio visits, rehearsals, backstage tours, meetings with artists and arts professionals; working sessions with arts editors. Writing arts reviews. Prereq: AJP 601 and 611.

AJP 631 Capstone: Arts Writing Workshop 3 SS Capstone experience for graduate Arts Journalism majors. Students will research, write, and revise two substantive works of arts journalism in workshop environment. Prereq: AJP 601,611,621.

Communications

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.

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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 the 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.

COM 600 Selected Topics 1-3 IR

COM 601 Thesis Design 3 SS All aspects of designing master's thesis research. Students write proposals that include introductory, literature review, and methodology chapters. Practical matters associated with successful completion of a thesis. Minimum requirement of 18 credits completed in the Media Studies program or permission of the program director.

COM 605, 606 Research Methods 3 each Y, IR Methods commonly employed in mass communications research. Philosophical and practical implications of quantitative and qualitative methods. Students conduct primary research.

COM 637 Historical Methods in Mass Media 3 Y Seminar in media problems explored via qualitative-historiographic research techniques. For students writing theses, planning for research and teaching, or planning specialized careers in investigative reporting.

COM 646 Media and Diversity 3 Y Analysis of contemporary media processes as they relate to race, ethnicity, class, gender, and sexual orientation.

COM 647 Applied Media Research 3 Y Application of communications research techniques to specific problems of broadcasting, advertising, newspapers, magazines, and public relations. Individual and group projects.

COM 660 Readings in Mass Communications 1-3 S Reading course for master's candidates. Close supervision by instructor. Covering examination and grade required. Assigned readings. May be repeated for additional credit, not to exceed total of 6 credits.

COM 688 Origins of Contemporary Media Issues 3 IR Historic origins and development of current issues in mass communications, involving the structure and function of the media.

COM 698 Media Law 3 S Problems in media law, including libel, privacy, fair trial/free press, obscenity.

COM 701 Proseminar for Graduate Study 0 Y Required for all first-year Ph.D. and media studies master's students. Topics to include academic integrity, research resources, faculty research. Specific focus to vary annually. Newhouse Ph.D. and media studies students only.

COM 740 Selected Topics in Research Communications 3 IR Problems that grow out of experiences of professional workers in communications, or problems that will prepare students for work in highly specialized fields. Particularly for students who have had NEW 615. R1

COM 746 Techniques of Communications Research 3 IR Concepts and techniques of communications research. How the techniques developed and how they have been applied. Newspaper, magazine, and public relations fields.

COM 755 Communications Theory 3 Y Application of information theory to mass communications problems. Nature of the communications process in groups and between mass media and audiences. Contribution of theoretical concepts to solving specific problems.

COM 788 Theories of Media Content 3 Y Influences on media content over five levels of analysis: individual, media routines, organizational, social institutions, and social systems. Seminar participants are responsible for leading discussions and writing a theoretical paper.

COM 806 Advanced Survey Research Methods 3 E Seminar provides hands-on experience with a telephone survey and discussion of other survey methods. Students design their research studies, using data collected from the common survey, and write quantitative research papers. Prereq: introductory research methods class.

COM 807 Content Analysis Research Methods 3 O Quantitative content analysis designs and methods. Students are required to propose and complete a quantitative research paper. Students are encouraged to submit their papers to academic conferences. Prereq: introductory research methods class.

COM 990 Readings, Doctoral 1-6 S Undifferentiated program for individualized study for students working for doctorate. R1

COM 997 Master's Thesis 1-6 S

COM 999 Doctoral Dissertation 1-18 S

Documentary Film and History

DFH/HST 695 Historical Narratives and Interpretation 3 IR Comparison and exploration of the documentary and the written word as alternative formats for presenting history. Documentaries and historical writings are examined and discussed using case studies.

Graphic Arts

GRA 537 Typographic Layout 3 Y Principles and techniques of software-based typographic design for public communications applications. Historical analysis of letter forms, illustrative techniques, and typographic layout. Principles of design, expression, and functionality. Preparation of rough sketches through finished digital fonts. Prereq: GRA/PHO 456 or portfolio review and permission of instructor.

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 or permission of instructor. R1

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 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 and permission of instructor.

GRA 577 Graphic Arts Problems 3 Y Individual investigation into problems in graphic arts. Projects designed by students and carried out under guidance of a faculty member or committee. Projects must be submitted in final set form. Prereq: GRA 537 or portfolio review and permission of instructor.

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 GRA 617 and permission of instructor.

GRA 617 Visual Communication Theory and Practice 3 SS Visual problem-solving including conceptualization, typography, design, image editing, and production of printed communications. Applies current practices and digital equipment to implement visual theories and principles. Concurrent lab required.

Interactive Communications Core

ICC/ADV 523 Interactive Advertising and e-branding 3 Y 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 555 Communicating with Computers 3 Y Using computers for interactive, multi-media programs and presentations with emphasis on information and entertainment. Students create individual and group projects using a variety of software and hardware. Prereq: NEW 205 or TRF 155 or PRL 205 or permission of instructor.

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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/PRL 205.

ICC 585 Advanced Interactive Communication 3 Y
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.

ICC 601 Technology of the New Media 3 IR
Introduction to the digital technology used to produce computer-based interactive multimedia CD-ROMs and web sites. Basic manipulation of digital still images, motion video, sound, and graphics.

ICC 605 Writing for New Media 3 Y
Introduction to conceptualizing, planning, and writing interactive multimedia applications. Students learn and apply theories of interactive design for planning creative and technical documents and study the development process for client-driven CD-ROM and web projects.

ICC 625 New Media Business 3 IR
The forces and drivers that shape the corporate structures, strategies, products, services, costs, and revenue in offline and networked New Media. Students apply traditional and evolving business principles to develop entrepreneurial new media business plans. Prereq: ICC 601 and ICC 605 or department approval.

ICC 635 New Media Culminating Experience 6 SS
Students work full-time in a professional setting, with online discussions, assigned readings and a final project. Prereq: Thirty hours completed toward New Media masters.

ICC 695 Proseminar on New Media 3 Y
The perspectives of new media professionals and the industries in which they work. Students will develop the theoretical groundwork and documentation for their capstone projects. Prereq: ICC 625.

ICC 696 New Media Capstone Workshop 6 SS
The capstone project demonstrates the student's ability to conceptualize and produce a new media project that delivers content interactively to an audience. Prereq: ICC 695.

Magazine

MAG 518 Critical Writing 3 S
Theory of criticism. Its function in journalism. Reviewing books, plays, motion pictures, and other art forms. Prereq: NEW 205.

MAG 538 Travel Writing 3 IR
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.

Magazine, Newspaper, and Online Journalism

MNO 606/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: NEW 605.

MNO 608/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: NEW 605.

MNO 609/MAG 409 Advanced Magazine Editing 3 Y
Problems and opportunities that magazine editors face each day. A variety of topics ranging from ethics to the repositioning of magazines. Additional work required of graduate students. Prereq: MNO 608.

Newspaper

NEW 507 Research in Reporting 3 IR
Qualitative and quantitative approaches to research used by practicing writers and editors in all media. Prereq: COM 107, NEW 205 and junior standing.

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 605 or 205.

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 Y
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 405, or permission of instructor.

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 NEW 617 and permission of instructor.

NEW 605 News Writing and Reporting 3 SS
Gathering and processing news. News, news values, and ethics. Gathering and preparing information for mass audiences. Open only to graduate students with no professional or academic journalism background.

NEW 608 Principles of Journalism 3 Y
Theoretical, historical background. Social functions; economics; ethics. Daily, community, alternative press magazines. Online operations.

NEW 617 Advanced Reporting and Writing 3 Y
Complex reporting and writing techniques. Growing breadth of interpretive writing in daily newspapers. Contemporary press coverage. Literary devices in nonfiction. Prereq: NEW 605.

NEW 630 Journalism Enterprise 6 SS
A capstone experience for graduate magazine, newspaper, and online journalism majors. Students will devote 200 hours per term as part of a reporting/writing/editing team. Students will produce a publishable journalism project. Prereq: NEW 605, 617.

NEW 635 Newsroom Practicum 6 IR
News gathering, writing, and editing practice and analysis using the Syracuse area as a news laboratory. Prereq: NEW 508,617, or permission of instructor.

Photography

PHO 503 Advertising and Illustrative Photography I 3 Y
Lecture, laboratory, and digital imaging for the production of studio still-life photographs for advertising and magazine illustration. Prereq: GRA/PHO 456 or portfolio review and permission of instructor.

PHO 504 Advertising and Illustrative Photography II 3 Y
Lecture and laboratory course in studio and computer production of advanced images for advertising. Emphasizing the use of live models for portraiture, product and fashion photography. Professional business practices. Prereq: PHO 503 or portfolio review and permission of instructor.

PHO 505 Photojournalism 3 Y
Principles and practices of photojournalism. Photographing news, features, portraits, and sports. Picture story and essay ideas and production and layout using digital techniques. Location lighting techniques. Marketing practices. Prereq: GRA/PHO 456 or portfolio review and permission of instructor.

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. Prereq: permission of instructor. R1

PHO 511 Color Imaging 3 IR
Technical and creative application of color theory and color-imaging technology for communications. Prereq: permission of instructor.

PHO 515 Contemporary Photography 3 IR
Contemporary photography in illustration, advertising, and journalism. Aesthetic and communicative aspects. Lecture course without laboratory.

PHO 525 Picture Editing 3 Y
Develops newspaper and magazine picture editor's management skills and electronic editing and pagination skills. Communicative qualities of photographs and word-picture combinations; how they affect decisions of picture use in publications. Prereq: PHO 505 or portfolio review and permission of instructor.

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 503, 505, or permission of instructor. R2

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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 S Basic photo lab for PHO 301 or PHO 555. Coreq: Enrollment in PHO 301 or PHO 555.

PHO 560 Advanced Photo Lab 0 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. Prereq: Portfolio review and permission of instructor.

PHO 607 Advanced Color 3 IR Advanced techniques, aesthetics, and communication in the color medium. Open only to graduate students in photography.

PHO 608,609 Problems in Photography 3 each S Advanced problems and projects in various areas of photography. Permits student to concentrate on specific areas of interests. Open only to graduate students in photography.

PHO 610 Research in Photography 1-3 IR For advanced students to conduct technical and creative research. May be repeated for a maximum of six credits.

Public Relations

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

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 and permission of instructor.

PRL 530 Special Topics in Public Relations 1 Y In-depth look at different public relations specializations, including media relations, government relations, investor relations, crisis communications, employee communications, and sports information. Senior or graduate standing.

PRL 600 Selected Topics 1-3 IR

PRL 602 Introduction to Public Diplomacy and Communications 3 IR A gateway course for the two-degree program on the theory and practice of public diplomacy. Fundamental topics in public relations and international relations will be explored. *Effective spring 2007.*

PRL 604 Public Relations Writing 3 Y Advanced writing designed to teach/coach students in the writing of specialized public relations materials, with emphasis on audience and message identification and impact of new technologies. Graduate public relations majors only. Prereq: NEW 605.

PRL 605 Organizational Public Relations 3 Y The evolution of theories, principles, and practices of public relations; roles of practitioners; place of public relations in the overall organization; and criteria for public relations excellence. Prepares students to assume managerial positions in public relations.

PRL 611 Public Relations Research 3 Y Nature, formation, and communications of attitudes and public opinion in public relations settings. Application of social science methods for measuring attitudes, opinions, and public relations performances. Actual research designed and carried out for client.

PRL 615 Public Relations Campaigns 3 Y The application of the strategic planning process to the solution of organizational problems and opportunities in public relations and communications. Students develop a strategic communications plan for a client, based on the previous semester's research. Public relations graduate standing. Prereq: PRL 605, 611.

PRL 625 Seminar in Public Relations Management 3 IR Special problems in a specific area of organizational public relations. Prereq: PRL 615 or permission of instructor.

PRL 635 Public Relations Culminating Experience 6 SS Students work in a professional setting full-time for a minimum of six weeks. Students are responsible for online participation in discussions, assigned readings, written exercises, a journal of observations, and a cumulative exam. Prereq: Public Relations master's with 30 completed hours toward degree and permission of instructor.

PRL 725 Public Relations Management 3 Y Historical and current management theories and practices to apply to the public relations function. Students learn the responsibilities of managing a public relations department. Open only to graduate students in Public Relations. Prereq: PRL 605, 611.

PRL 735 Public Relations Practicum 3 IR A practicum in student internships in professional settings based on interest and career plans. Students will intern and create a portfolio of writing, graphics, and research samples. The course will also include a comprehensive exam. Prereq: COM 698, GRA 617, NEW 605, PRL 602, 604, 605,611,615 and 725. *Effective spring 2007.*

Radio/Television News

RTN 530 Selected Topics in Specialized Reporting 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: RTN 364/663 or RTN 564/664 depending on section, broadcast journalism juniors, seniors, and graduate students or permission of instructor. R1

RTN 564 Broadcast News Reporting 3 S Gathering and reporting news using electronic means. Edited news reports, under deadline pressure, are final products. Tape, as well as live reporting exercises. Emphasis on television reporting. Coordination with television newscasts. Prereq: PHO 205; RTN 364 and junior standing.

RTN 565 Television News Producing and Anchoring 3 S Writing, story selection, positioning of local and national stories; plus weather, sports, producing, and anchoring. Hands-on practice at all aspects of TV news presentation, culminating in on-set taping of complete news program at end of workday. Senior standing. Prereq: RTN 564.

RTN 566 Special News Coverage 3 Y Planning and production of longer news-related program segments. Writing, research, execution of mini documentaries and enterprise reports. Field material will be edited for air-ready television presentation. Prereq: RTN 564.

RTN 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. Permission of instructor. Prereq: RTN 565.

RTN 611 Television, Radio Newswriting 3 SS Basic techniques of writing broadcast news stories. Emphasis on writing to be heard and later adding pictures. Learning to write under deadline pressure is essential. Interviewing and information gathering are also studied.

RTN 636 Critical and Historical Perspectives on Broadcast Journalism 3 Y History, economics, and traditions of broadcast journalism with particular emphasis on contemporary ethical challenges. Must be enrolled in the broadcast journalism master's program.

RTN 663 Radio News Reporting 3 SS Radio news reporting, writing, and newscast production. Students cover real life events, write and produce stories on deadline, using state-of-the-art digital audio editing equipment.

RTN 664 Television News Reporting 4 Y Gathering and reporting news using electronic means. Experience in meeting deadlines. Involves skills of shooting video, video editing, report structuring, writing, and narration. Also, live reporting is emphasized. Prereq: RTN 663.

RTN 665 Television News Producing/Anchoring 6 SS Students assemble and produce entire television newscasts for air. Students rotate in all key positions including producers, writers, editors, news anchor, sports anchor, and weather anchor. The news programs are taped on a professional news set for classroom critique and resume tape purposes. Coreq: RTN 664.

RTN 667 Advanced Television Reporting 4 Y Planning and production of longer news-related program segments. Writing, research, execution of mini-documentaries and enterprise reports. Field material will be edited for air-ready television presentation. Prereq: RTN 664.

Television/Radio/Film

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.

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 and 255 or TRF 635 and 655.

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TRF 521 Dramatic Production 3 S Student teams produce and edit short films using digital production and post production technology. Emphasis on narrative filmmaking. Prereq: TRF 255 or 655.

TRF 522 Multicamera Production 3 S Experience in writing, designing and producing programs in the multicamera, television-style tradition. Prereq: TRF 255 or 655.

TRF 523 Shortform Production 3 Y Techniques of shortform moving image media such as commercials, promos, music videos, show openings, special effects, and high impact packaging. Prereq: TRF 255 or 655.

TRF 524 Music Recording 3 Y Students produce a recording of a musical performance in a 24-track recording studio. Topics include: Aesthetics of recorded sound, acoustics, psychoacoustics, the multitrack recording process, mixing, microphone techniques, signal processing. Prereq: TRF 255 or 655.

TRF 525 Sound for Picture 3 Y 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. Prereq: TRF 255 or 655.

TRF 527 Documentary Production 3 Y Student teams write, produce, and edit documentary projects.

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. May be repeated for credit.

TRF 545 Television and 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 556 Production Practicum-Television 3 Y Students write, design, produce, direct, and program projects specifically for television presentation. Prereq: at least one course chosen from TRF 521,522,524,525.

TRF 557 Screenwriting Master Class 3 Y 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. Prereq: At least one advanced screenwriting course.

TRF 558 Advanced Practice: Audio 3 IR Independent and specialized practice in audio, including sound tracks for film or television; CD albums; radio drama; or spot announcements. Prereq: TRF 524 or 525.

TRF 559 Advanced Practice: Filmmaking 3 Y Students propose independent film projects (fiction or documentary), and if approved, produce them using digital video and sound technology. Prereq: TRF 521 or 522 or 523 or 524 or 525 or 526.

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. May be repeated for credit. Newhouse junior, senior, or graduate standing.

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 senior or Newhouse graduate standing.

TRF 593 Radio Business 3 Y Organization and operation of commercial and noncommercial radio stations. Staffing, designing formats, and promotion. Newhouse junior, senior, or graduate standing.

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. Newhouse senior or graduate standing.

TRF 595 Programming and Audience Analysis 3 Y Immersion in the principle 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. Newhouse junior, senior, or graduate standing.

TRF 600 Selected Topics 1-3 IR

TRF 611/411 Dramatic Writing for Television and Film 3 S Preparing and writing scripted dramatic material for small and large screen. Script evaluation, working as a professional writer, and the stages of script development. Prereq: TRF 255. Additional work is required of graduate students.

TRF 612/412 Persuasive Writing 3 S Writing commercials, public service announcements, and other types of persuasive scripts. Prereq: TRF 255. Additional work is required of graduate students.

TRF 613/413 Writing and Designing the Documentary 3 S Write documentary proposals, treatments, and scripts. Introduction to the documentary production and distribution process. Screening classic documentaries. Prereq: TRF 255. Additional work is required of graduate students.

TRF 614/414 Writing and Designing for Interactive Media 3 Y 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. Prereq: TRF 255. Additional work is required of graduate students.

TRF 621/421 Feature Film Writing 3 Y Study and practice of the craft of feature film writing. Additional work required of graduate students. Prereq for TRF 421: TRF 411; Prereq for TRF 621: TRF 611.

TRF 622/422 Comedy Writing 3 Y Study and practice of the craft of comedy writing for television and film. Additional work required of graduate students. Prereq: TRF 411.

TRF 624/424 Great Screenplays 3 Y Screenplay classics. Emphasis is on critical analysis of effective screenwriting techniques. Additional work is required of graduate students. Prereq: TRF 411.

TRF 634/434 Children and Television 3 IR 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. Newhouse undergraduates with junior class standing and Newhouse graduate students.

TRF 636 Critical and Historical Perspectives on Television, Radio, and Film 3 SS Study of the legal, economic, and programming foundations of radio, television, and film. Must be enrolled in the TRF master's program. Coreq: TRF 655.

TRF 637 Telecommunications Law and Policy 3 Y Introduction to the law and policies that influence the telecommunications industries. Covers the policy environment, historical, and current developments.

TRF 650 Advanced Practice: Special Projects 1-3 SS Faculty member works with student on project especially tailored for his/her unique content objectives. May be repeated for a maximum of 6 credits. Prereq: TRF 521, or 522 or 523 or 524 or 525 or 527.

TRF 655 Television Practices 3 SS Introduction to writing, designing, planning, and producing programs for radio, television, and film. Must be admitted to the TRF master's program. Coreq: TRF 635.

TRF 657/457 Music Underscoring 3 Y The theory and practice of producing music to underscore visual material. Additional work required of graduate students. Prereq for TRF 457: TRF 255; Prereq for TRF 657: TRF 655.

TRF 661/461 Advanced Management Seminar 3 Y Business of communications industry focusing on management skills and their effective application. Additional work required of graduate students. Prereq: One of the following: TRF 592, 593, 594, 595, or TRF 483/683.

TRF 683/483 Communications Industry Frontiers 3 Y 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 689 Media Management Capstone 6 Y Culminating experience for students in Media Management Program. Students will deepen their knowledge of concepts studied and skills developed during previous year. In this capstone, students participate in a management project at a media business.

TRF 690 Independent Study 1-6 S Exploration of a problem or problems, in depth. Individual independent study upon a plan submitted by the student. May be repeated for credit. Prereq: permission of supervising instructor or instructors and the department.

TRF 696 Television Research 3 Y Principal quantitative and qualitative measurement procedures in electronic media industry management. Use of research and marketing services.

TRF 698 Social Effects of Television 3 Y Influence of mass media, especially television, on American society. Television from perspective of social psychology, child development, political science, and sociology.