Class Schedule - Spring 2018

Media

College of Media
Interim Head of Department: James Hay
Department Office: 119 Gregory Hall, 810 South Wright Street, Urbana
Phone: 217-333-1549
www.media.illinois.edu/icr/index.html

MDIA 223  Watching the Environment  credit: 3 hours.
This course examines how films portray the health environment and the need for environmental protection. The course focuses on
series of questions including: To what extent does a film suggest that the world has environmental concerns? What are the constraints
that narrative form, production routines, financing and distribution put on representing environmental problems and environmentalists?
Is the information in the film to be trusted? In documentaries, are physical and social scientists’ explanations of environmental problems
and solutions reliable? What cues can we use from within and outside the film to evaluate the film for credibility? During the course
participants will compare the science and economics of selected environmental issues with film presentations, examine what drives
of environmental participation (and the limits of film in presenting science), and look at the constraints of producing special interest
versus broad distribution films on presentations of the environment. Class includes viewing blockbuster, Oscar, and award-winning
documentaries. Lecture attendance is mandatory. Same as NRES 223.
This course satisfies the General Education Criteria for a:
Social & Beh Sci - Soc Sci

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<tr>
<td>63460</td>
<td>Lecture-Discussion</td>
<td>AR1</td>
<td>05:00 PM - 07:50 PM</td>
<td>TR</td>
<td>213 - Gregory Hall</td>
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If this section is closed, please check seat availability in NRES 223 63481.

MDIA 270  Introduction to Media Sales  credit: 3 hours.
This course is guided by theory related to persuasion and social influence as it explores prevalent inter-personal and business-focused
communication styles, methods and techniques used in the media sales industry. The course will cover the entire media sales cycle,
from planning, to research, to setting sales objectives/strategies/goals and then how to effectively negotiate, "pitch" and "close" the
sale, and evaluate and measure the sale once it is completed. It will consist of class lectures, in-class activities, role-playing exercises
and also include guest lectures brought in from the sales industry.

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MDIA 290  Undergraduate Open Seminar  credit: 1 TO 3 hours.
Experimental course on special topics pertinent to the disciplines studied within the College of Media. Topics will vary. Approved for
letter and S/U grading. May be repeated in the same or separate terms to a maximum of 6 hours if topics vary.

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Credit Hours: 2 hours
Investigative JOUR in Film  
This course will look at films that have most accurately portrayed the work of investigative journalists with in-class discussions about the films. We will view excerpts from films that include All the President's Men, The Insider, Page One, and Spotlight and talk about the differences between stereotypes of investigative journalists and how the journalists actually work. The course also will include a historical overview of investigative journalism, how it has developed in sophistication and approaches, and its presentation in films over the past 80 years.

**MDIA 299  Media Study Abroad  credit: 0 TO 18 hours.**  
Provides credit toward the undergraduate degree for study at accredited foreign institutions or approved overseas programs. Final determination of credit is made upon the student's completion of the work. Approved for letter and S/U grading. May be repeated in separate terms to a maximum of 44 hours. Prerequisite: One year of residence at UIUC, good academic standing, and prior approval of the College of Media.

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**MDIA 320  Media Sales Management  credit: 3 hours.**  
This course addresses conceptual and methodological issues related to the management of sales within media organizations. Responsibilities, function and skills necessary to be an effective media sales manager are covered, including an evaluation of sales organization structures, recruiting, selecting, testing, and training of media salespeople. Related topics include compensation plans, controlling expenses, sales forecasting/projections, routing, quotas, ethics and motivation. It will consist of class lectures, in-class activities, role playing exercises and also include guest lecture from industry leaders/alumni with experience in media sales management. Prerequisite: MDIA 270 (Introduction to Media Sales).

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**The MDIA270 prerequisite will NOT be enforced** Students are highly recommended to have a wired high-speed internet connection and a microphone or headset with microphone for course interaction during the live sessions.

**MDIA 370  Advanced Media Sales  credit: 3 hours.**  
This course focuses on consultative and persuasive selling and interpersonal relationship building, with an emphasis on specific media vehicles (broadcast, print, digital, out-of-home, non-traditional, etc.). It will discuss how to be a successful media salesperson for each medium (listed above), including major account selling, value-added selling, coordination between salespeople and the firm's other functional areas, team selling, negotiating, communication styles, career management, and personal development. The course will also cover the relationship between advertising agencies, advertising clients and salespeople. It will include mock interviews, written sales proposals, and role-playing exercises that will facilitate application of effective media sales techniques. It will also feature exposure to media sales experts for each medium covered in class. Prerequisite: MDIA 270 (Introduction to Media Sales).

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**MDIA 380  21st Century Documentaries  credit: 3 hours.**
Documentary has exploded in the past decade, with more being created, screened and watched than at any time in history. But what has this growth meant to documentary, and how has it impacted what we see on screen and how documentary stories are being told? We will examine the changes and trends taking place in film and television documentaries over the past decade. We will watch and analyze a variety of contemporary documentaries, examining some of the different stylistic, production, and story-telling methods that have developed over this time. If you enjoy watching documentaries and want to learn more about them, you will find this an enjoyable and thought-provoking course.

**MDIA 572  Proseminar II  credit: 4 hours.**
Addresses the problems of communications, including the individual as a communicating system, symbolic processes, analysis of messages, psycholinguistics, and language as social behavior. Prerequisite: Consent of department.

**MDIA 590  Special Topics  credit: 2 TO 8 hours.**
May be repeated in the same or in multiple semesters if topics vary.

**MDIA 599  Thesis Research  credit: 0 TO 16 hours.**
Approved for S/U grading only. May be repeated to a maximum of 16 hours.
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Instructor Approval Required