

Special Topics and New Courses in the School of Communication

Fall 2009 Semester

CMUN 260-0012 (4964) **Film History: Independent Cinema & Video**

Monday 2:30PM-3:20PM, CL 318

Wednesday 2:30PM-4:45PM CL 318

Elizabeth Coffman and Tom Weinberg

Independent Cinema & Video considers the revolutionary impact of independent cinema and video, and how these forms evolved against the established order of Hollywood studios and commercial television. Students will screen important films, utilize the Media Burn Independent Video Archive, and meet some of the interesting characters who pioneered these movements.

CMUN 296-01W (9687) **Themes: Lincoln's Rhetoric**

Wednesday 4:15PM, IC 112

Mark Pollock, Associate Professor

Lincoln's Rhetoric: Abraham Lincoln is famous for many things. Among them is that he not only wrote and delivered some of the most speeches in our history, but also is credited with having reshaped American political rhetoric. In this course, students will explore the development of Lincoln's rhetorical style and how that style both reflected and shaped Lincoln's political thought. They will study the ways in which Lincoln's rhetoric was constrained by popular opinion, but also how it worked to reshape that opinion and prepare the nation for actions that redefined the meaning of American identity and the relationship of the federal government to the states. The course is designated as writing intensive: short assignments will be more common than long ones. It is not expected that students will have extensive knowledge of Lincoln at the start of the course.

CMUN 297-201 (9645) **Themes: Sports Journalism**

Tuesday 4:15PM, SOC 002

Dan McGrath, Senior Sports Correspondent, Chicago Tribune.

Sports Journalism will give student to learn the basics of reporting and writing about sports. Student will learn the ins and outs of covering everything from a beat to complex issues such as the economics of running a sports franchise. Generating story ideas, reporting and writing will be key elements of the coursework.

CMUN 298-202 (9625) **Themes: Conflict and Media**

Wednesday 4:15PM, LT506
Gilda Parrella, Associate Professor

Conflict and Media This seminar will investigate examples of conflict in media to determine how conflict is constructed, communicated and disseminated through a variety of traditional and new media formats. We will focus our examinations on conflict and news, conflict and entertainment and conflict and human relations with the goals of exploring conflict prevention, management and transformation in local, national and global contexts.

CMUN 267-20W (9699) **Writing for Business and Trade Publications**

Tuesday 7PM, 12 E Pearson 1402

Brett Chase, Deputy Editor Crain's Chicago Business

Writing for Business and Trade Publications: This course analyses of the writing, editing, and production of both internal and external organizational publications, including newsletters, magazines, reports, manuals, brochures, and promotional materials. The emphasis is on effective writing, research, design, and support of organizational objectives.

CMUN 370-201 (9589) **Special Topics: Short-Form Print Storytelling**

Tuesday/Thursday 1:00PM, SOC 002

Jessica Brown, Professional in Residence

Short-Form Print Storytelling is industry jargon for using creative and shorter ways to tell stories. Traditional journalism involves writing long narratives. In this class we will learn how to turn those long narratives into tighter, easy-to-understand, short form stories. This is an advance course, which requires students to have strong journalistic writing skills and an interest in design and photography. Students will be required to do original reporting and to submit all of their work on the Society for News Design to be viewed by other students and professionals around the world. We will be using Microsoft Word, Photoshop and InDesign in this course. Students should have a working knowledge of all of these programs.

Prerequisites for this course are CMUN 271 and CMUN 263 or Fine Arts 112 or 132.

CMUN 323-001 (5698) **Film Genre: Science Fiction**

Wednesday 4:15PM, CL 318

Jeff Harder, Associate Professor

Science Fiction

CMUN 370-202 (9926) **Special Topics: City News Bureau**

Tuesday/Thursday 10AM, SOC 002

Jack Smith and Paul Zambracus

City News Bureau gives students the chance to learn about how Chicago works while at the same time covering stories and posting them on a news website. Students will learn what an alderman is, how the court system works, how the city government is structured, while covering events and reporting on them each week.

CMUN 370-203 (9586): Special Topics: **TV Reporting**
Monday/Wednesday 11:30AM, SOC 002
Lee Hood, Assistant Professor Broadcast Journalism

TV Reporting is designed to help you learn TV reporting skills, with a particular focus on developing story ideas and learning how to present them for television. We will work on basics of news reporting relating to source development and information gathering to develop stories. The course is also designed to hone your writing and develop your skills in writing with visuals, in addition to converting your stories for multi-media applications. You will have many chances to work on interviewing techniques, improve your photography and editing skills, and practice broadcast performance skills and (simulated) live reporting.

CMUN 371-202 (9591) Special Topic: **Video Journalism**
Wed. 4:15PM, SOC 016
John Goheen, Instructor
(12-time Emmy winning television journalist, producer and independent filmmaker)

Video Journalism is designed to teach students the basic techniques of visual motion picture storytelling through the use of single camera video. Using class lectures, practical exercises and critiques, students will be introduced to the basic fundamentals that go into creating powerful and memorable stories. Students will be instructed in the areas of artistic and technical matters that will allow them to learn how to enterprise, research, produce, shoot, write and edit, narrative and non-narrative stories.

Students will be expected to produce multiple projects of various lengths and styles. Award-winning television storyteller, John Goheen, will teach using his unique style of storytelling and will guide students in developing their own unique visual storytelling style.

CMUN 371-201 (9590) Special Topics: **Public Relations and New Media**
Tuesday/Thursday 11:30AM, SOC 002
David Kamerer, Assistant Professor Public Relations and New Media

Public Relations and New Media
Facebook. YouTube. Blogs. Twitter.

While audiences for newspapers, television and radio dwindle, millions of people are engaging in communication online. These social media channels are the new mass media.

In this course, we'll learn about the scope of the social media world, how to monitor these channels, understand the rules of participation, and use social media to help achieve strategic goals.

The emergence and growth of social media represents an unparalleled opportunity for the practice of public relations. Learn how to apply the principles of good public relations practice to these new tactics. Special topics will include understanding online reputation management, personal branding, search marketing, online advertising, mobile marketing, viral campaigns and digital campaign evaluation.

CMUN 372-201 (9598) Special Topics: **Sociable Media**

Tuesday 4:15PM, SOC 015

Dr. Toby Arquette

Sociable Media--What do we mean by community? How do we encourage, discuss, analyze, understand, design, and participate in healthy communities in the age of many-to-many media? With the advent of virtual communities, smart mobs, and online social networks, old questions about the meaning of human social behavior have taken on renewed significance. Using a variety of online social media simultaneously, drawing upon theoretical literature in a variety of disciplines, and reviewing empirical studies that inform our contemporary understanding of community, this course delves into the discourse about community across disciplines. This course will enable students to understand the kinds of analyses applied by different disciplines to questions about community, to apply methodologies of different disciplines to contemporary questions about media, technology, sociality, and society in a variety of settings, and to establish both theoretical and experiential foundations for making personal decisions and judgments regarding the relationship between mediated communication and human community. Much of the class discussion takes place in a variety of virtual world environments during and between face-to-face class meetings. As a practicum, those who complete this course will know how to chat, blog, tag, wiki, avatar, comment, twitter and flickr productively -- and have some notion of how these social practices affect self and community.

CMUN 383-201 (3214) Radio Practicum:

Radio Practicum gives students a chance to get hands-on experience working behind the scenes on established radio programs on WLUW, while learning about the history of radio broadcasting in the U.S. Students will get to generate story ideas, book guests, produce audio segments and more.

Sam Danna, Professor