

# MEDIA AND COMMUNICATION ARTS (MCA)

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## MCA 112 Fundamentals of Communication (3 credits)

This course provides students with a broad overview of the field of Media and Communication Arts. This includes various tracks such as Advertising, Television, Radio, Print Media, Video and Production, the Internet, New Media, and Public Relations. Furthermore, areas of nonverbal, interpersonal, organizational, cultural, and mass communications are explored. Students will use critical thinking skills to evaluate each type of communications.

**Course Rotation:** Fall and Spring.

## MCA 113 Introduction to News Media (3 credits)

This course explores the fundamentals of journalism and how it operates in diverse news media: print (newspapers and magazines), broadcast (radio and television) and the Internet (news websites, news blogs, online magazines, etc.). It tackles the issues of journalistic independence, objectivity, commitment to truth, press ethics, and globalization. Furthermore, the course examines the nature of news media today and their future in a technologically turbulent time.

**Course Rotation:** PLV: Fall

## MCA 114 History of Journalism (3 credits)

This course will explore the history of American journalism from its inception in Pre-Revolutionary times to the present day. It will discuss the key personalities and issues along the way, and follow the trends to contemporary journalism.

**Course Rotation:** PLV: Spring Even Years

## MCA 115 News Reporting (3 credits)

The course offers an introduction to the theory and practice of gathering and evaluating news, news-writing, and the organization of news stories. Attention is also given to techniques of interviewing.

**Course Rotation:** PLV: Fall, Odd Years

## MCA 160 Digital Photography (3 credits)

Digital Photography is a studio art course designed to introduce students to the use of the digital camera and to photography as a visual means of expression. Emphasis is on the expression of ideas through learning digital techniques, camera control and output options.

**Course Rotation:** Fall, Spring

## MCA 165 Introduction to the Audio Visual Industry in the Media (3 credits)

This course provides students with a broad hands-on view of the Audio Visual field as it relates to the media, communications, and educational service industries. This will include various topics such as designing spaces, signal types, audio/video systems, project management, and more.

**Course Rotation:** PLV; Spring Odd Years

## MCA 170 Acting for Non-Theater Majors (3 credits)

Students learn to make a believable stage character by using time-honored theatrical techniques.

**Course Rotation:** Spring

## MCA 180 Introduction to Public Relations (3 credits)

An introduction to the world of public relations. Students get an overview of the field, examining the techniques of communication, publicity activities, media contacts and other areas of public relations.

**Course Rotation:** PLV: Spring

## MCA 185 Effective Public Relations (4 credits)

: An introduction to the world of public relations. Students get an overview of the field, examining the techniques of communication, publicity activities, media contacts and other areas of public relations.

**Course Rotation:** WWW: Summer

## MCA 205 Dynamics of Group Discussion (3 credits)

COURSE DESCRIPTION

## MCA 207 Sports Journalism (3 credits)

Grades will be based on the following. There will be periodic quizzes/assignments that will account for 40 percent of the grade. There will be a mid-term that will account for 20 percent of the grade. There will be a final that will account for 25 percent of the grade. Finally, attendance and class participation will make up the final 15 percent of the grade. YOU ARE ALLOWED ONE UNEXCUSED ABSENCE. FOUR OR MORE ABSENCES WILL RESULT IN A FAILING GRADE.

**Course Rotation:** Spring

## MCA 209 Understanding the Mass Media (3-4 credits)

This course will examine the mass media, e.g., radio, film, television, newspapers and magazines, and the cultural, political, economical and educational effects these media have on society.

**MCA 213 Feature Writing (3 credits)**

This course will explore what a feature story is, how to report it and how to write it. It will cover the feature story in its wide variety of forms and though it will emphasize newspaper features, it will also touch on magazine, broadcast and digital applications.

**MCA 216 Journalism at the Movies (3 credits)**

A look at how the journalist has been treated in American film, from the advent of talkies to the present day. An examination of a dozen films (from "Front Page" to "Citizen Kane" to "All the President's Men" to "Broadcast News") and how they reflect both journalism of their time and film making of their time.

**Course Rotation:** PLV: Fall, odd years

**MCA 217 Arts and Entertainment Journalism (3 credits)**

The course examines the world of arts journalism including film, theater, television, radio, music, books and visual arts. Students will produce a weekly magazine with each issues covering a different area of the arts and entertainment scene in Westchester and to a degree the New York City area.

**Course Rotation:** PLV; Spring, Even Years

**MCA 220 The Making of a Motion Picture (4 credits)**

A study of the art and craft of the motion picture. This course will examine direction, lighting, music, continuity, visceral time and space, point of view, camera angle, and what role each individual plays in the making of a motion picture.

**MCA 221 Professional Communication (4 credits)**

The objective of this course is to improve communications skills in the workplace. The course will focus on theories of communication, the influence of new technologies in the workplace and will incorporate practical exercises to build effective communication.

**Prerequisites:** Permission of Director required. Contact Janet Kirtman at [jkirtman@pace.edu](mailto:jkirtman@pace.edu) for further registration information.

**MCA 226 Writing for the Electronic Media (3 credits)**

An introduction to the theory and practice of writing for radio and television. The course includes a study of both theory and practice in writing commercials, public service announcements, and semi-scripted programs such as music, talk and interview shows.

**Course Rotation:** PLV: Fall and Spring

**Prerequisites:** Sophomore standing or permission of Instructor. Major Elective or fulfills writing requirement in the major.

**MCA 227 Writing for the Print Media (3 credits)**

An introduction to the theory of writing for the print media and practice in writing press releases, advertising copy, corporate and public service newsletters and articles, and non-news magazine articles.

**Course Rotation:** PLV: Fall and Spring

**MCA 238 The Global Newsroom (3 credits)**

This course focuses on global media issues, the structures and operations of news organizations around the world, and international reporting, with a particular focus on technological change. The course analyzes news production and consumption in the U.S. and around the world.

**Course Rotation:** PLV: Spring

**MCA 240 Mass Communication: The Internet and Society (4 credits)**

This course will focus on how media functions in our information society. Students will gain factual information on the history, processes and effects of different types of media including the mass media of newspapers, magazines, books, radio, television and the Internet. Special attention is paid to the convergence of digital technology and each of the traditional mass mediums.

**MCA 250 Television and Radio Communications (3 credits)**

An investigation of television and radio designed for students who will have professional contact in communications; the role and influence of broadcasting in American life, F.C.C. regulatory activities and industry codes, station operations, program types, listener characteristics and program preferences will be considered.

**MCA 252 Media Production I (4 credits)**

A basic workshop course allowing student production of television programs. Students learn theory and operation of television, lighting, and audio equipment. Emphasis is on field production.

**Course Rotation:** PLV: Fall and Spring

**MCA 255 Producing the Horror Film (3 credits)**

The emphasis of this course is to learn the technical, operational and creative skills required to produce a horror film. During this fast-paced, hands-on course, students will write, shoot, edit and premier a short horror film.

**Course Rotation:** PLV: Fall, Odd Years

**MCA 257 Casting (3 credits)**

The course will define and analyze the importance of casting in the complex structure of contemporary film, television and media. A true blend of theoretical and practical, COM 257 students will explore the interplay between casting director and key players in production, including the partnership of casting director and talent agent, film director and actors. Students will arrive at an understanding of the collaborative nature of media production, the importance of establishing a casting concept, and the critical and creative skills needed to cast a production. Students will study and analyze the casting of recent films and television shows, study interviewing techniques involved in casting, meet with professionals in the field, and develop original casting plans.

**Course Rotation:** PLV: Spring

**MCA 258 The Invasion of Reality Television (3 credits)**

This course examines the phenomenon of reality television from programming, economic and social viewpoints.

**Course Rotation:** PLV:Spring

**MCA 260 Men, Women, Gender-making and Communication (3 credits)**

Do men and women communicate differently? Do they use words differently? Do they understand them differently? And if they do, how did things get this way? What are the consequences? These are just some of the puzzling male/female communication issues that will be studied in-depth in this course based on readings and field studies.

**Course Rotation:** PLV; Spring Odd Years

**MCA 263 Event Planning for Public Relations (3 credits)**

Students will gain a thorough understanding of the event planning industry. This industry is vital to Public Relations. Students plan, promote, understand logistics, execute the event, and assess its effectiveness.

**Course Rotation:** PLV:Fall

**MCA 264 Public Relations Research (3 credits)**

With emphasis on the methodology of rhetorical research, students are introduced to the practice of public relations research in applied settings.

**Course Rotation:** PLV:Fall

**MCA 265 Family Communication (3 credits)**

In this course students will come to realize how much family, and most specifically communication within the family, affects them throughout every developmental stage of their lives.

**Course Rotation:** PLV: Spring, Even Years

**MCA 266 Fundamentals of AV Project Administration & Operations (3 credits)**

Knowledge of audio and video is the foundation for starting a career in the AV industry. This course will provide students with a focus on Audio and Video specifics as it related to the media, communication and educational technology service industries. This will be a hands on experiential course which goes into details on how audio and video is the backbone of any installation, event, and more.

**Course Rotation:** PLV: Spring, Even Years

**MCA 270 Sports Broadcasting (3 credits)**

: The primary objective of this course is for students to be equipped with a strong understanding of what sports television is and how it's produced. Students will be able to comprehend the similarities and differences between studio and remote production as well as the personnel, tools and equipment needed to create those productions. Through this course, students will be able to better transition into internships and entry-level jobs in the sports television production field with a foundation and understanding of how sports shows and events are produced.

**Course Rotation:** Even Years: Fall

**MCA 275 The Movie Remake (3 credits)**

Students watch original movies then the remakes. Discussion of actions, directors, casting, cinematography and budget discussed.

**Course Rotation:** PLV:FALL

**MCA 276 Story Idea Development (3 credits)**

To provide a foundation in story development, which is the genesis for all forms of media and for all genres within the media. Story development is also the basis for many of the production courses in the Media, Communications and Visual Arts Department.

**Course Rotation:** PLV;Spring

**MCA 280 Audio Storytelling (3 credits)**

: Audio, it has been said, is the most visual of media. How can that be? Radio programmer Rick Sklar said that, since audio engaged only one of the senses (hearing), it "stimulated the listener to create in his or her mind a picture... Every listener 'saw' a different show, but each show was perfect." Audio is a powerful way to make listeners feel like they're part of the story. Learning the basics of recording and editing audio is not hard. But capturing high-quality sound and weaving it together into compelling stories is an ongoing challenge, even for the most seasoned producers. In this course, you will learn how to record and edit audio, write for the ear, conduct effective interviews, and produce sound-rich stories in various styles. You will get hands-on experience with recording and editing hardware and software, and learn how to pitch and produce a podcast. This course also examines the history, economics and ethics of audio storytelling.

**Course Rotation:** Even Years: Fall

MCA 296Z Topic: The Power of Influence: The Art of Persuasion (4 credits)

The students will gain an understanding of how persuasive theory functions in the real world. The course focuses on fundamental theories, contexts and components of persuasion.

MCA 297A Topic: Camera Operator: The Art of the Moving Camera (3 credits)

The ability to operate and control the camera to deliver the cinematographer and director's vision is an integral part of the video and film production process. It is an important tool that allows cinematic artists to create pictures that help tell a story. This course focuses on the fundamentals of camera operating including equipment, on-set procedures, and the theory and applications of camera operating. Through screenings and analysis, students learn about what motivates the camera. The in-class workshop covers the theory of cinematic language, composition, shot design, pulling focus, and how to work together as a camera crew. Hands-on learning includes a comprehensive study of handheld, dolly, Steadicam, and jib. Students perform a series of challenging shots to gain experience in handling the equipment and delivering the desired image.

**Course Rotation:** Spring;PLV

MCA 297B Topics: Producing the Television Commercial (3 credits)

This course examines how the behaviors and priorities and policymakers are, and are not, shaped by flows of information from interest groups of all kinds- the media, government agencies, and technical experts in the sciences and economics. Students will explore the role of communication in shaping environmental policy, from the local letter to the editor to the CNN sound bite, from a Twitter item or blog post to the executive summary of an international climate report. Students learn how to use information to create compelling presentations in a diversity of media to inform public opinion.

**Course Rotation:** Spring

MCA 297C Topic: Producing the Television Commercial (3 credits)

The course will examine: ideation and concepts; agency production process, client presentations, creative development; director searches; production timelines; pre-bids; treatments; bids; estimates; pre-production: casting (union vs. non-union), styling, locations, music; shoot days; post production: editing, tele-cine; conform, deliverables; what role each individual plays in the production of a commercial.

**Course Rotation:** PLV: Fall.

MCA 297D Topics: Venus & Mars (3 credits)

To make students aware of how gender is shaped and expressed in verbal and nonverbal contexts in our world, and how it impacts each and every one of us making us who we are.

MCA 297E Topic: Audio Production I (3 credits)

This course is designed to teach the basic principles of audio production. It offers an overview of modern audio recording techniques for radio broadcast, podcasts, film, promotional videos, and voiceovers. By taking this course you will learn how to operate microphones and basic DAWs (Digital Audio Workspace) to record and edit audio. You will also learn the basic of EQ techniques to help improve the sound of your recordings and remove unwanted sound from them. You will master the conceptual and technical fundamentals of basic audio engineering. You will also have the opportunity to learn about audio production in the music world. The course is extremely hands on, which will help students, learn to use the equipment. Student will also create an account on Soundcloud.com which will act as their portfolio for the class. At the end of the semester, students may keep the Sound cloud account to add to their resume or eportfolio.

MCA 297G Topic: Listening: Fundamental for Successful Communication and the Media (3 credits)

Students will realize that listening is about much more than hearing. They will see that being a skilled listener influences one's ability to "speak, read, write and reason." They will gain an appreciation of just how the media affects all of this. Ultimately, students will realize that being a good listener leads to both personal and professional success.

**Course Rotation:** PLV: Fall, Odd Years

MCA 297H Topic: Listening: Fundamental for Successful Communication and the Media (3 credits)

Students will realize that listening is about much more than hearing. They will see that being a skilled listener influences one's ability to "speak, read, write and reason." They will gain an appreciation of just how the media affects all of this. Ultimately, students will realize that being a good listener leads to both personal and professional success.

**Course Rotation:** PLV: Fall, Odd Years

MCA 297S Story Development (3 credits)

MCA 297Y Topic: Sports Broadcasting (3 credits)

The primary objective of this course is for students to be equipped with a strong understanding of what sports television is and how it's produced. Students will be able to comprehend the similarities and differences between studio and remote production as well as the personnel, tools and equipment needed to create those productions. Through this course, students will be able to better transition into internships and entry-level jobs in the sports television production field with a foundation and understanding of how sports shows and events are produced.

**Course Rotation:** PLV; Spring (odd years)

MCA 309 Sports Media (3 credits)

The seminar course examines the basic principles and theories of sports communication including print media, broadcast media, advertising, public relations, and new technologies. Special attention is paid to the role media plays in audience perceptions of sports. Students will use critical thinking skills through class discussions and assignments as well as group and individual presentations to explore how the media covers sports in America.

**Course Rotation:** PLV:Spring

**MCA 310 Case Studies in Public Relations (3 credits)**

By analyzing successful and failed public relations strategies, students in the course will engage in real-world exercises that bring guidance to life. Students examine case studies of typical public relations problems.

**Course Rotation:** PLV:Spring

**MCA 311 Ethics, Morality, and the Media (3 credits)**

An examination and evaluation of the performance and responsibilities of the various media with regard to ethical and moral standards and the constitutional protection given them. The course focuses on analysis and discussion of such issues as censorship, public access, pornography, privacy, advertising, and programming.

**Course Rotation:** PLV: Fall - Even years.

**MCA 312 Communicating with Social Media (3 credits)**

This course will combine theory and practice to examine the impact social media has on the media communications field. Student will actively use blogs, Storify, Twitter, and eportifolos to understand the influence of social media on journalism and society.

**Course Rotation:** Fall (odd years)

**MCA 313 The Digital Newsroom (3 credits)**

Over the past two decades, shifts in media technologies, corporate structure and the organization of public life have combined to change the practice of journalism. This course explores these shifts, with an eye to seeing how they affect journalism's role in society. Students will gain experience writing, interviewing, and exercising news judgment while using tools and techniques for reporting and publishing multimedia stories in the digital age.

**Course Rotation:** PLV: Spring, Even Years

**MCA 314 This Just In: Breaking News (3 credits)**

This course focuses on the practice of reporting and writing stories on short and rolling deadlines, also known as breaking news. In an age of push notifications, social sharing, and the potential for "fake news," demand for reporting that is both speedy and accurate has never been greater. Breaking news requires a skill set that is different from other kinds of reporting. Journalists must be able to recognize when breaking stories are happening, identify relevant sources, verify and attribute information, and create stories that provide appropriate context for their audiences, using a multitude of formats. This course will help you develop skills to create accurate, clear, compelling, and contextual accounts of breaking news in a deadline environment. Seven weeks of the semester will consist of a simulation involving students in two other MCVA courses: Case Studies in Public Relations and Producing Corporate Video. The simulation is designed to help you practice developing relationships with sources and understand the challenges of mediating a public forum in which a wide range of voices compete to be heard.

**Course Rotation:** PLV: Spring

**MCA 315 Sports Journalism (3 credits)**

The course will examine what it is like to be a sportswriter in a business that is rapidly shifting from a print to an electronic media mode.

**Course Rotation:** PLV: Fall, Odd Years

**MCA 330 Film Noir- The Dark Side of American Cinema (3 credits)**

This course traces the development of the noir-the bleak and expressionistic world view that dominated the films of the '40s and '50s, and has continued to influence contemporary filmmaking.

**MCA 331 Women in American Film (3 credits)**

This course is designed to develop the student's awareness of the treatment of women in American cinema and to familiarize students with the icons of that cinema.

**MCA 336 Propaganda (3 credits)**

Propaganda is inherently neither evil nor virtuous: it is a systematic technique of persuasion of large groups of people using the mass media. This course examines the nature and techniques of propaganda necessary for an understanding of mass communication, history, public opinion, and politics.

**MCA 337 Writing Public Relations Copy (3 credits)**

Instruction and practice in writing techniques for effective placement of information, including press releases, brochures, and other public relations copy.

**Course Rotation:** PLV- Fall and Spring.

**MCA 338 Censorship and the Mass Media (3 credits)**

A survey of past and contemporary aspect of control of media content including: sexually explicit material, blasphemy, violence, school publications, libel, etc. Constitutional, political, commercial implications are explored with special attention paid to landmark Supreme Court cases.

**MCA 339 Creative Writing for Broadcast Media (3 credits)**

This course will take the student from back concepts to a first level of practice through a consistent and original method. It will train students to consistently identify a problem, think it through, and find a resolution before beginning to write. Students will acquire the skills and confidence needed to write effective films, corporate and training videos, documentaries, PSAs, TV series, and other types of visual narrative.

**Course Rotation:** PLV: Fall.

**MCA 340 Writing for Advertising (3 credits)**

This writing class is designed for a practical purpose. The student will put together a portfolio which can be used to help secure an entry-level job in advertising. The course develops the ability to visualize ideas, to write concisely, and to combine creative with strategic thinking. Artistic skill is not a prerequisite.

**Course Rotation:** PLV: Fall and Spring

**MCA 350 Making Media with Drones (3 credits)**

Media organizations are increasingly using unmanned aerial vehicles (UAVs), also known as drones, to tell stories in innovative ways. And media producers aren't the only ones interested in drones; they are also being used in law enforcement, agriculture, and retail. The increasing affordability and portability of drones have also led to concerns about privacy and safety. In 2016, the Federal Aviation Administration established rules for amateur and commercial drone flight. These rules continue to evolve as drones become more common among professionals and hobbyists. Students in this course learn about the uses of drones, study why they have been controversial, and gain hands-on experience in flight. This course also prepares students for the Federal Aviation Administration's exam for a commercial drone pilot's license, which is a useful addition to any media professional's resume. The instructor for this course is an FAA-certified drone pilot.

**Course Rotation:** PLV: Spring

**MCA 352 Producing the Comedy (3 credits)**

A comedy film seeks to make the audience laugh for entertainment purposes. Comedy is one of the oldest genres in film. Some of the earliest silent films were comedies, often relying on slapstick visual depictions (without requiring sound.) Today, audiences around the world enjoy comedies of all different subject matters, and a variety of platforms, including streaming services, social media, and of course the silver screen. While the comedy film has evolved over the years, its core goal of entertainment has always remained the same. Students will work together as a production team to produce a short comedy film from script to screen during the course of the semester. Students will gain experience in writing, casting, pre-production, all the elements of production (including camera operation, lighting, audio and direction) and post production.

**Course Rotation:** PLV: Spring, Odd Years

**MCA 353 Media Production II (3 credits)**

An advanced production course. Student groups produce television programming using skills acquired in COM 252. Importance of professional attitude is stressed.

**MCA 354 Producing Corporate Video (3 credits)**

An advanced laboratory course that acquaints students with location production. Projects deal with corporate subjects to prepare students for internal corporate video and corporate public relations production. All aspects of video and audio production are covered.

**Course Rotation:** PLV: Fall - Even years.

**MCA 356 Digital Editing Workshop I - Introduction (4 credits)**

An intermediate digital editing course using Adobe Premiere and Avid Media Composer. Students edit several 4-5 projects, each focused on different aspects of sound or picture editing, and learn the two most common editing programs used in the industry, as well as editing standards and aesthetics. Upon successful completion of the course, students will be very comfortable navigating video and sound editing, will have a solid grounding in the aesthetics of editing, and will have at least one project they can show as a portfolio piece.

**Course Rotation:** PLV: Fall and Spring

**MCA 357 Careers in Television (3 credits)**

Students develop skills in shooting scripts, writing narration, recording sound, rigging cameras, and setting up shots in the field. Students will also learn to organize, shoot and edit a video documentary.

**MCA 358 Digital Editing Workshop II - Advanced (4 credits)**

An advanced digital editing course focused on editing picture and sound, color correction, green screen, visual effects, sound recording, and editor as producer. Students should have a solid foundation in digital editing as they will use Avid Media Composer, Adobe Premiere, DaVinci Resolve, Adobe Audition, and possibly other software in a fast paced course, and will be encouraged to develop their own creative projects in class. Upon successful completion of the course, students will have advanced skills in editing sound and picture, a strong understanding of the aesthetics of editing, and solid skills in video effects. All of the projects are potential portfolio pieces.

**Course Rotation:** PLV: Spring

**MCA 359 The Cutting Edge: What's New in the Media (3 credits)**

The Cutting Edge -What's New in the Media is a comprehensive overview of emerging media forms from a production and storytelling perspective. In it, students will explore how the worlds of film, television, journalism, and other fields are adopting new forms of communicating their messages, telling the viewer a story or simply sharing the news. How are cutting edge forms of media becoming part of our daily mix of news, entertainment, sports, documentaries, commercials, and other types of media consumption? The Cutting Edge will explore virtual reality, augmented reality, storytelling in video games, 360 videos, and the many small computers we carry with us everywhere we go. Through series of readings, lectures, assignments, in-class exercises, and creative research projects, students will learn about the history and form of each of several emerging media technologies, with an emphasis on understanding the differences in storytelling, audience, niche, and technology used to create each one.

**Course Rotation:** PLV: Spring

**MCA 360 Screenwriting (4 credits)**

A study of art and craft of screenwriting for the shorter documentary and longer screenplay. Students will explore writing for the spoken word as opposed to the written word and will be introduced to script formatting for dialogue.

**Prerequisites:** MCA 226 or MCA 227.

**MCA 361 Cinematography One (3 credits)**

Cinematography is the art of making motion pictures, and a skilled cinematographer must know and use the techniques necessary to control the motion picture image. Students will be introduced to digital cinematography and the latest cameras used in the industry. Through hands-on learning they will learn the capabilities of digital cinema cameras and to how to use them to obtain the desired cinematic image. This will include the digital workflow, sensor latitude, and dynamic range. Students will learn and gain experience in the techniques used to control the motion picture image including lighting, exposure, color theory, composition, lenses, filtration, depth-of-field, and shot design. The skills and theories covered in class will be applied throughout in-class test shoots.

**Course Rotation:** PLV;Spring

**MCA 362 Cinematography Two (3 credits)**

Cinematography is the art of making motion pictures, and a skilled cinematographer must know and use the techniques necessary to control the motion picture image. Cinematography 2 builds upon the fundamentals covered in Cinematography 1. The objective is to provide students with an in-depth study on digital cinema technologies and how they can be applied in their cinematography. Through hands-on learning students will begin to shape their own styles as cinematographers by using tools and methods established in the industry. This will include the digital cinema camera advanced menus and functionality, camera graphs and charts, exposure latitude, light meters, the Zone system. RAW recording, variable frame rates, shutters speeds and angles, and advanced camera tools. The skills and theories covered in class will be applied throughout in-class test shoots.

**Course Rotation:** Fall;PLV

**MCA 363 The Art of the Moving Camera (3 credits)**

The ability to operate and control the camera to deliver the cinematographer and director's vision is an integral part of the video and film production process. It is an important tool that allows cinematic artists to create pictures that help tell a story. This course focuses on the fundamentals of camera operating including equipment, on-set procedures, and the theory and applications of camera operating. Through screenings and analysis, students learn about what motivates the camera. The in-class workshop covers the theory of cinematic language, composition, shot design, pulling focus, and how to work together as a camera crew. Hands-on learning includes a comprehensive study of handheld, dolly, Steadicam, and jib. Students perform a series of challenging shots to gain experience in handling the equipment and delivering the desired image.

**Course Rotation:** Fall;PLV

**MCA 364 Media and Strategic Communication (3 credits)**

Through participation in this course, you will begin to make sense of many of the trends and issues emerging in today's strategic communication environment. You will become familiar with the modern world of media and you will learn how to apply communication theories in order to assess industry issues. Most importantly, you will gain hands on experience creating a strategic communication plan, providing you with the skills necessary to translate communication and media theory into actionable plans. This course will provide you with a stepping-stone into the media world, and equip you with tools for understanding the challenges facing 21st century media and communication professionals.

**Course Rotation:** PLV; Spring Odd Years

**MCA 370 Producing the Documentary (4 credits)**

Our lives – and the world as a whole – would be a much different place if bees didn't exist. Pace University's groundbreaking documentary series will focus on Paris and Laon, France. Beekeeping on rooftops is one of Paris's best-kept secrets. Besides Notre Dame, hives area also kept atop the roofs of other notable structures, such as the Opéra Garnier, Musée d'Orsay, and the Grand Palais. Bees are in danger of disappearing from our environment. With the expansion of human development, wild bees have been losing their natural habitats. Additionally, warming climate conditions have caused major shifts in plant communities, and therefore the behavior and survival of bees. This year's documentary will focus on bees and their effect on our world.

**Course Rotation:** PLV: Spring

**Prerequisites:** Permission of Instructor to register required

**MCA 371 Landmarks in American Film (3 credits)**

The course traces the development of the film in America through the contribution of the writers, directors and performers from the pioneer efforts at the turn of the century to the present day.

**Course Rotation:** PLV: TBA.

**MCA 376 Studies in Horror (3 credits)**

The course focuses on the classic horror films of the last 80 years and how the production and purpose of these films has changed over that time. A special emphasis will be given to the Universal films of the 1930s, including studying the lightning, costumes, set design and cinematography that have made these films classics. Among the works that will be discussed will be the Hammer films of the 1960s, the Vincent Prince collection based on Edgar Allen Poe's works, the silent films of Lon Chaney and the blockbusters of the 70s. They will all be explored for the aforementioned characteristics including how these films compare in production value to the Universal classics.

**Course Rotation:** PLV;Spring

**MCA 380 Crisis Communication (3 credits)**

Welcome to Crisis Communication! I hope you find the course informative and enjoyable as you are introduced to this specialized area of public relations. Every day something happens in the world of business, government, nonprofit, and/or in the lives of celebrities that involve crises. Crises interrupt organizations' routines and attract extreme public and media scrutiny. For some organizations, a crisis may have long-term and even fatal implications – irrevocably harming the organization's bottom line, or often worse, its perceived image and reputation. For other organizations, a crisis can be an expected event for which the organization has planned and prepared well in advance. The critical difference between a fatal or fleeting outcome is effective crisis management. And the key to effective crisis management is quick, open and honest communication of actions that restore credibility, confidence and control.

**Course Rotation:** PLV: Spring, Odd Years

**MCA 381 Multimedia Storytelling: Community Action (4 credits)**

Multimedia Storytelling is a digital film and photo production class combined with a community engagement/service learning course. In it, students will explore multiple ways of telling stories about their surrounding community, will use a variety of common media storytelling methods, and will explore how to expand the reach of a single story through varied connections with target audiences. For example, student teams might create a short documentary along with related social media posts and a trailer for the documentary.

**Course Rotation:** PLV: Fall

**MCA 382 Celebrity Public Relations (3 credits)**

This course offers a practical and theoretical survey into the way that celebrity image is designed and presented through various forms of public relations.

**Course Rotation:** PLV: Fall

**MCA 383 Producing Online Digital Media (3 credits)**

Students write, design, produce, direct and program projects that are produced for television and online media platforms. These program offerings will include short form content, long form content, live newsroom production, and fieldproduction applications. Through an applied learning method students learn all the stages involved in what it takes to develop an idea and bring it to air. Students gain both technical experience in production equipment and television facilities as well as the skills needed to be the leading producer and director.

**Course Rotation:** PLV: Spring, Odd Years

**MCA 384 Producing the Music Video (3 credits)**

During this course students will engage in the pre-production, production and post-production involved in producing contemporary Music Videos. This is a hands-on, experientially based course that is focused on the development, filming and editing of original music videos for existing artists.

**Course Rotation:** PLV: Fall, Odd Years

**MCA 386 Video News Reporting (3 credits)**

Good anchors make their jobs look easy. In fact, few people are born great broadcast journalists. In this course, students will learn what skills are required of anchors, and cultivate their own skills. Students will produce their own recordings, some of which may be broadcast as a service to the Pace University community. Students will practice how to write effectively for radio and television, including the use of pronouncers and markings to guide vocal delivery. Students will practice reading from a teleprompter and ad-libbing. This course will also cover live broadcasting, interviewing, reporting from the field, and the use of visuals in stories. Students will also analyze the work of news anchors.

**Course Rotation:** PLV: Spring

**MCA 390 Strategic Communication and Leadership (3 credits)**

The purpose of this course is to examine scholarship and professional practice related to strategic communication and leadership across a variety of organizations types and settings.

**Course Rotation:** Fall;PLV

**MCA 392 Non-Verbal Communication in a Digital World (3 credits)**

In our digital world being a good communicator is a must. Indeed, it can easily make the difference between success and failure in social and professional situations. Since the nonverbal in communication often carries most of a message, this course will explore and analyze nonverbal communication with the goal of making students better at understanding what other people really mean, and at the same time, better at communicating exactly what they mean.

**Course Rotation:** PLV: Fall & Spring

**MCA 393 Intern Program I (1-9 credits)**

One to one-and-a-half days per week for 14 weeks or equivalent number of hours. Internships in corporate communication, public agencies, public relations, and related fields.

**Course Rotation:** PLV: Fall and Spring



**MCA 395 Independent Study in Media and Communication Arts (1-9 credits)**

With the approval of the appropriate faculty member, the department chairperson, and the academic dean, students may select a topic for guided research that is not included in the regular course offerings. The student meets regularly with the faculty member to review progress. A research project or paper must also be submitted.

**Prerequisites:** Junior standing, minimum CQPA of 3.00.

**MCA 396A Topic in Media and Communication Arts: Creative Advertising Strategy (3 credits)**

After a study of successful ad campaigns students create their own advertising ideas.

**MCA 396B Topic in Communication: The Great Italian Directors (3 credits)**

An examination of works of the most famous Italian Directors.

**MCA 396C Topic: Writing About Film (3 credits)****MCA 396J Topic in Media and Communication Arts: The Western (3 credits)**

The essential American Film genre is the western. From simple morality story to complex psychological study, the western is a mirror of America.

**MCA 396K Topic in Communication: The Films of Alec Guinness (3 credits)**

Alec Guinness (1914-2000) was one of the most versatile screen actors (in *Kind Hearts and Coronets*) he played eight roles. Students will know him as Obi-Wan from *Star Wars*, but his skills went far beyond that performance. We will view representative Guinness films, discuss them and write about them.

**MCA 396N Topic: The Power of Influence: The Art of Persuasion (3 credits)**

The students will gain an understanding of how persuasive theory functions in the real world. The course focuses on fundamental theories, contexts and components of persuasion.

**MCA 396R Topic in Media and Communication Arts: Research for Public Relations (3 credits)**

**COURSE DESCRIPTION:**

**MCA 396S Topics in Media and Communication Arts: The Acting Experience for Video (3 credits)**

Students will act in videos produced by the Directing class.

**MCA 396T Topic in Media and Communication Arts: The Animated Film (3 credits)**

This course will review the vibrant history and current direction of one of cinema's most popular mediums: animation. From the earliest days of animation to the most contemporary anime, rotoscopic animation and 3-D motion-capture effects, film audiences have been entranced by this art form. We will review and study examples from many of the great animation houses, studios and directors as part of the course.

**MCA 396U Topics in Media and Communication Arts: Careers in Producing Commercials (3 credits)**

This course is an overview of commercial production. The role of Coordinator, Producer, Director, Editor and other Production Staff are examined.

**MCA 396V Topic: "The Cinematography of the Documentary" (3 credits)****MCA 396W Topics: Images of Masculinity in American Film (3 credits)**

From Henry Fonda to Humphrey Bogart; from Marlon Brando to Johnny Depp; from Robert Mitchum to Robert DeNiro; from Jamie Foxx to Tom Hanks; from Jimmy Stewart to James Dean; from Jack Nicholson to Jim Carrey: American film has depicted masculinity in myriad ways. Through the examination of iconic figures from the world of acting, directing and screenwriting, this course will explore the manner in which the term "masculinity" has evolved in relation to American culture, history and world events.

**MCA 396X Topic in Media and Communication Arts: The Documentary Expose (3 credits)**

The Documentary film and video is often used to expose corruption and shed light on illegal practices. Students will watch and write about documentaries that expose the worst.

**MCA 396Y Topics in Media and Communication Arts: The Movie Remake (3 credits)**

Students watch original movies and remakes. Discussion of Acting, Directing, Cinematographer and Budget.

**MCA 397A Topic in Media and Communication Arts: The Invasion of Reality Television (3 credits)**

Are sitcoms and dramas doomed? An examination of the Reality TV Phenomenon.

**MCA 397B Topic in Media and Communication Arts: Making it in The Media (3 credits)**

A look at the practical side of the industry. Getting started, careers and industry best practices.

**MCA 397C Topic: Real - Life TV (3 credits)**

An Alumni and Senior Producer for CBS news examines the world of Television news.

**MCA 397D Topic: Robbery- The Heist Film (3 credits)**

This course explores celluloid robbery. A sub-genre of crime and noir, heist films present an array of comedy and drama when things (always) go wrong or succeed too much. There are weekly screenings and two five-to-eight page papers.

**MCA 397E Topic in Media and Communication Arts: Tabloid Journalism: Celebrity and Scandal (3 credits)**

From William Randolph Hearst to Entertainment Tonight. Journalistic quality, integrity and ethics in tabloid journalism.

**MCA 397F Topic: From Script to Screen (3 credits)**

An appreciation of the best screenwriting and how it translates to the screen. Read the screenplay and watch the film. Students review the screening each week.

**MCA 397G Topic: Event Planning for Public Relations (3 credits)**

Event planning is an important career in public relations. This course covers everything that goes into PR event planning - from concept to measuring success.

**MCA 397H Topic: Big Mag Attack: The Magazine World (3 credits)**

A 20 year veteran examines the world of magazine publishing: publishing, writing for, and editing magazines.

**MCA 397K Topic in Media and Communication Arts: Directing For Television (3 credits)**

Students learn how to direct for television. Includes blocking, speaking to actors and calling shots. Single and multi-camera shooting discussed.

**MCA 397L Topic: The Chick Flick (3 credits)**

A look at the most popular movie genre and a review of the classic "boy meets girl, boy loses girl, and boy gets girl back" theme in film history.

**MCA 397M Topic: Social Media (3 credits)**

This course will combine theory and practice to examine the impact social media has had on communication in the Web 2.0 world. Students will actively use blogs, RSS feeds, Twitter, YouTube and other Web 2.0 tools to understand the influence of social media on journalism and society.

**MCA 397N Topic: Producing the Travel Documentary (3 credits)**

Students will research, write, produce and edit a documentary. Each student will take on different roles in developing a documentary film as they learn the steps involved in producing a documentary.

**MCA 397P Topic: Producing the Television Promo (3 credits)**

The major goal of this course is to familiarize students with the different types of television promos that exist and how producers create them. Through various industry techniques and examples, students will learn the skill sets needed to produce their own television promos.

**MCA 397Q Topic: Crisis Communication (3 credits)**

This course offers students with an interest in public relations the opportunity to gain insight into the specialized area of crisis communication. Course Rotation: PLV and Online.

**MCA 397R Topics: Audio Production (3 credits)**

This course teaches the basic principles of audio production. It offers an overview of modern audio recording techniques for radio broadcast, podcast, film, promotional videos and voiceovers.

**MCA 397T Topics: Television Field Reporting (3 credits)**

The world of news media is changing and evolving; this change has brought new responsibilities for reporters. Entry-level reporting positions now require reporters to write, shoot, and edit their own stories. During this course, students will learn what skills are required of multimedia journalists, also known as one-man band reporters, and cultivate their own skills. Students will be asked to complete a number of television packages, including 2 features, 2 local and 3 day-of-air (deadline-driven, breaking news) stories. The goal is for student to finish the course with a polished demo reel that will help them apply for their first on-air job upon graduation.

**Course Rotation:** PLV

**MCA 397W Topic: Advanced Post-Production (3 credits)**

This course is an advanced post-production workshop for students to finalize and deliver their short films, and to prepare them for film festivals. This is a hands-on course to walk students through the finishing process: color correction, sound design, scoring, creation of unique titles and lower thirds, generating exhibition copies, and planning for film festivals.

**Course Rotation:** PLV: Spring & Summer 1

**MCA 397Y Acting for Non-Theater Majors (3 credits)**

An introduction to the basic techniques of acting for stage and film using scenes and monologues from contemporary and classic American playwrights, and incorporating improvisational theatre exercises. No experience is necessary.

**Course Rotation:** Spring

**MCA 397Z Topics: The Prison Film (3 credits)**

This course focuses on the how prison films have played an integral role in shaping modern cinema during the last 60 years. A special emphasis will be given to how prison films are directed, how they depict prison life and how those depictions have changed from the films of the 40s and 50s through today.

**Course Rotation:** NYC: Spring.

**MCA 398C Topics: The Tear Jerker (3 credits)**

: Students will discover the rules and laws of nature at play in a compelling love story and to master them. The critical features of a love story development will be identified and every variation of this structure will be explored. The course will draw on classic and modern films to illustrate this point.

**Course Rotation:** Even Years: Fall

**MCA 425 Filming the Actor/Acting for Film (4 credits)**

This class provides a "360 view" of acting and filming, allowing students to round out their understanding of performance and directing, and practice the skills to make excellent films. Topics to be covered from the perspective of the filmmaker include: how to talk to actors; "directorial tools" to guide an actor's performance; how best to work with cinematographers and sound recorders to translate performances to the screen. From the actors' side the following issues will be examined: how actors get into character; the internal processes performers go through to bring their best to the stage, screen, and microphone; techniques an actor needs to add layers of emotion and human experience to all types of media.

**Course Rotation:** PLV: Fall, Odd Years

**MCA 490 Lighting: The Craft of Cinematic Artists (3 credits)**

Lighting is a craft that is an integral part of the video and film production process. It is an important tool that allows cinematic artists to paint with light to produce the image desired. This course focuses on the fundamentals of lighting including equipment, on-set procedures, and the theory and applications of lighting that has come to shape the art of cinematography. Through screenings and analysis, the different styles of lighting will be explored to provide a better understanding of the creative uses of light. The in-class workshop will demonstrate how to effectively light for dramatic films, documentary interviews, and corporate/industrial videos. Hands-on learning will include exercises on lighting portraits, interview lighting, lighting a dramatic scene, car interiors, and night interiors. The use of natural and available will be explored as well as the use of grip equipment to shape and control light.

**Course Rotation:** Fall;PLV

**MCA 495 Digital Storytelling (3 credits)**

**Course Rotation:** PLV: Spring

**MCA 496 Seminar: Directing (4 credits)**

Using the script as a blueprint, the student will be led through specific techniques to translate the word into a visual story. This seminar will address directing the camera for a maximum visual storytelling effect. The nuts and bolts of conceptualization and overall visual design as well as selecting, planning and executing shots and coverage will also be discussed. Classical directorial methods, theory and technique as well as the creative process of directing will be explored by offering students hands-on work with the fundamentals of directing videos.

**Course Rotation:** PLV: Spring

**MCA 497 Public Relations Campaigns (3 credits)**

This capstone public relations course is designed to develop and test the student's ability to apply knowledge and skills to solve public relation problems. The course gives students the opportunity to apply what they have learned in the preceding courses by executing the operative skills of a public relations specialist.

**Course Rotation:** Pleasantville, Spring (even years)</

**MCA 498 Directing (4 credits)**

Using the script as a blueprint, the student will be led through specific techniques to translate the word into a visual story. This seminar will address directing the camera for a maximum visual storytelling effect. The nuts and bolts of conceptualization and overall visual design as well as selecting, planning and executing shots and coverage will also be discussed. Classical directorial methods, theory and technique as well as the creative process of directing will be explored by offering students hands-on work with the fundamentals of directing videos.

**Course Rotation:** PLV: Spring

**MCA 499 Seminar (3 credits)**

The seminar course examines the basic principles and theories of political communication with a focus on social movements. Students will understand what a political social movement is, how the media covers them and how this coverage impacts audiences. Students will use critical thinking skills through class discussions, assignments and group activities to explore the relationship between the media and political social movements in the U.S.

**Course Rotation:** PLV; Fall

**MCA 499A Seminar in Media and Communication Arts: Persuasive Communication: The Power of Influence (3 credits)****MCA 499B Seminar in Media and Communication Arts: The Western (3 credits)****MCA 499D Seminar in Media and Communication Arts: The American War Film (3 credits)****MCA 499E Seminar in Media and Communication Arts: Sports Media (3 credits)**

An overview of the American media that cover sports and the way sports is covered.

**MCA 499F Seminar in Media and Communication Arts: The Science Fiction Film (3 credits)**

Starting with Metropolis, science fiction films have explored serious themes. Students will view and write about a variety of sci-fi films.

**MCA 499G Seminar in Media and Communication Arts: The Films of Alfred Hitchcock (3 credits)**

Few motion picture directors have been as influential as the iconic Alfred Hitchcock, whose stylish depictions of anxiety, crime and aberration have reflected film and cultural history. His career spanned the entire history of film, from the silent days of German expressionist film to the widescreen, Technicolor extravaganzas of the late 20th Century. This course will address the arc of Hitchcock's career, with special attention to his technological and thematic innovations. Films studied will include The Man Who Knew Too Much, Rear Window, Shadow of a Doubt, Vertigo and Psycho, among others. Additionally, the influence of Hitchcock will be studied by addressing the work of other filmmakers such as Brian DePalma and David Chase.

**MCA 499H Seminar in Media and Communication Arts: Fashion Journalism (3 credits)**

Fashion journalism has flourished in print and on the web the last few years: from The New York Times T Magazine to style.com and Twitter. Where there's style, people are reporting, critiquing and devouring it voraciously. How does it compare with other cultural writing like art or movie reviews? In this class we identify and learn different types of fashion writing (runway reports, trend pieces, service articles, fashion news writing, the personal fashion essay and the designer profile). Classroom texts consist of various current magazines like The New York Times T Magazine, New York Magazine, Vogue, Wallpaper, Nylon and, in some cases, their web components.

**MCA 499J Seminar in Media and Communication Arts: Directing (3 credits)**

Using the script as a blueprint, the student will be led through specific techniques translate the words into a visual story. This seminar will address directing the camera for maximum visual storytelling effect. The nuts and bolts of conceptualization and overall visual design as well as selecting, planning, and executing shots and coverage will also be discussed. Classical directorial methods, theory and technique as well as the creative process of directing will be explored by offering students hands-on work with the fundamentals of directing video.

**MCA 499K Seminar in Media and Communication Arts: Tales of Manhattan (3 credits)**

An exploration of films that depict New York from 42nd Street to Dog Day Afternoon. Students will be responsible for one major paper.

**MCA 499M Seminar in Media and Communication Arts: Using the Steadicam (3 credits)**

The Steadicam is one of the biggest advancement in both film and video production, creating an entirely new approach to the way movies, television shows, documentaries, and many other programs are filmed. The course will introduce students to the specialized stabilizing device and provide them with a practical experience that develops the skills and techniques necessary to operate the Steadicam. Students will learn how to design and capture a shot using Steadicam giving them the ability to increase any production's cinematic experience.

**MCA 499N Seminar in Media and Communication Arts: The Western (3 credits)**

The Western is the truly American genre. With iconic locations and storylines, Westerns were the first American feature films, flowered in a long classic period and grew more incisive and gritty in the last 30 years. Students will write two major papers in the course.

**MCA 499P Seminar in Media and Communication Arts: Celebrity Public Relations (3 credits)**

This course offers a practical and theoretical survey into the way that celebrity image is designed and presented through various forms of public relations.

**MCA 499Q Seminar in Media and Communication Arts: Investigative Journalism (3 credits)**

Investigative reporting goes beyond day-to-day journalism to add context and meaning to public issues Students will learn how to conduct research for investigate reporting projects. They will learn how to find sources, conduct effective interviews, and locate documents that can inform their work. They will learn about the Freedom of Information Act and its role in investigate reporting. They will learn how to use Microsoft Excel and Access to help manage and interpret data. Students will learn about the history and ethics of investigate reporting.

**Course Rotation:** Fall

**MCA 499X Media and Political Communication (3 credits)**

The seminar course examines the basic principles and theories of political communication including political debates, campaigns, advertising and social media impact. Special attention is paid to role media plays in the political process. Students will use critical thinking skills through class discussion, assignments and group presentations to explore how the media covers politics in America.

**Course Rotation:** Fall, PLV