

Television and Radio courses; the remaining 15 credits are elective, and must be approved in consultation with the director of the M.F.A. program and the graduate deputy chairperson.

Every M.F.A. student shall be required to successfully complete the department's graduate core, and the Television Production specialization courses.

The graduate core consists of: Television and Radio 7701X, to be taken in the first semester, and 7710X, to be taken in the student's final semester of course work. The two courses total 6 credits.

The Television Production specialization for M.F.A. students encompasses the following courses: Television and Radio 7732X, 7752X, 7740G, 7781G, 7782G, 7783G, 7784G, 7851G, 7852G, 7853G, and 7854G, for a total of 28 credits.

The remaining 15 credits are elective. No more than 9 credits of these may be taken in departments outside the Television and Radio Department.

M.F.A. students may offer 3 credits of a Television Production Externship (Television and Radio 7769X) toward the M.F.A. degree. This externship provides on-the-job production experience under the supervision of a selected television professional.

Creative work in the program must culminate in submission of either a finished television program or other creative audiovisual material (e.g., a CD-ROM or a fully developed Web site). The specific parameters of the student's creative thesis project must be formally approved by the director of the M.F.A. program in consultation with the student's faculty adviser. This audiovisual material shall meet the professional production and content standards appropriate for granting a terminal academic degree. The project will be accompanied by a production book acceptable to the department.

Courses in the Television and Radio Department offered toward a degree must be 7000-level courses.

M.S. degree program in media studies **HEGIS code 0603; SED program code 77735**

This program is a research and theory based program that emphasizes the connection between theory and practice. The curriculum examines the environments and impact of electronic media from social, political, cultural and economic perspectives. Students gain in-depth knowledge of the television and radio industries, emerging digital media industries, media literacy, and key critical, theoretical and research perspectives on media broadly. The program prepares students to apply their education in a variety of professional positions or to continue their education by enrolling in a doctoral program.

Matriculation requirements

Applicants must offer a well-rounded undergraduate record of at least a 3.0 GPA that suggests promise of success in the program. Each applicant's record is considered individually in this respect. Applicants must submit an essay about contemporary media and society, which can be an original essay written to accompany the application, or a 5 - 10 page scholarly paper that was written as an undergraduate. Alternatively, applicants may submit a scholarly paper in any subject related to their undergraduate major. General matriculation and admission requirements of the Division of Graduate Studies are in the section "Admission."

Applicants must submit the Graduate Record Examination Aptitude Test score or the Miller Analogy Test Score. International applicants are required to pass the Test of English as a Foreign Language (TOEFL) with a score of at least 580 on the paper-based test or 237 on the computer-based test or 92 on the internet-based test, before being considered for admission.

Degree requirements (30 credits)

Thirty credits are required for the degree. Other than required courses, credits required for the degree must be in courses chosen in consultation with the graduate deputy chairperson or program advisor. The program of study must be approved by the department. Courses in the Television and Radio Department offered toward the degree must be 7000-level courses. Students must complete 30 credits, at least 24 credits of which must be taken in the Television and Radio Department.

Students may choose one of two possible tracks of study in the program. The first track is the M.S. in Media Studies, and the second track is the M.S. in Media Studies, Media Literacy Concentration.

Every student shall be required to successfully complete the following six core graduate courses:

TVRA 7701X, 7710X, 7712X, 7713X, 7714X, and 7945.

Students in the M.S. in Media Studies, Media Literacy concentration are required to take, in addition to the six core graduate courses, the following: TVRA 7716X and 7769X.

Students in both tracks are encouraged to take the following:

TVRA 7716X, 7772X, 7726X, and 7728X.

Students are also eligible to take as electives the following two television production courses: Television and Radio 7730X and 7740G. Television and Radio 7769X and 7796X will be available each semester. Students may take each of these courses only once during their program of study. Up to 6 credits may be taken outside the department with the approval of the graduate deputy chairperson or program advisor.

Students must pass a written comprehensive examination. The examination will consist of questions in areas in which the student has taken courses during his/her course of study. Information about the comprehensive examination is in the section "Academic Regulations and Procedures."

Honor Society

Alpha Epsilon Rho is a national honor society in radio and television. Members are selected from both undergraduate and graduate students on the basis of achievement.

Courses

Unless a prerequisite is specific, students may apply graduate or undergraduate courses toward fulfillment of that prerequisite.

TVRA 7716X Seminar in Media Literacy

45 hours; 3 credits
Historical development and current practices of the media literacy movement nationally and internationally; principles of media literacy. Students will engage with leaders and practitioners of media literacy, and will construct projects around media literacy needs and issues in the community.

Prerequisite: TVRA 7701X

TVRA 7774X Television Magazine Programs

45 hours; 3 credits
Analysis and production of TV Magazine Programs: different types; different audiences; different media. Production schedules, techniques, research and development. A survey of post-production strategies; general considerations; special considerations; archives and use of image libraries; legal considerations; standards and practices; public affairs.

Prerequisite: Permission of the deputy chair,

Broadcast concepts

TVRA 6614X Mass Media and Education

45 hours; 3 credits
Theory and practice of instruction using televised materials. Commercial and noncommercial programming for elementary, secondary, higher, and adult education. Utilization and evaluation of materials. (Not open to students who have completed Television and Radio 689X.)

TVRA 7701X Introduction to Media Studies

45 hours; 3 credits
Introduction to the literature of mass media scholarship, methods of inquiry, bibliographic skills, and topical issues in the field. To be taken in student's first semester.

Prerequisite: permission of the deputy chairperson.

TVRA 7710X Media Studies Seminar

45 hours; 3 credits
Current topics in electronic media. Emphasizes both entertainment industry and critical/cultural perspective. To be taken in student's final semester.

Prerequisite: Television and Radio 7701X [701X] and permission of the deputy chairperson.

TVRA 7712X The Digital Media Environment

45 hours; 3 credits
Examination of the relationship between digital media and society within the contexts of social and cultural theory. Emphasis on perspectives of cultural studies and media ecology. Analysis of changes

in industry, audience, content, everyday practices and consciousness.

Prerequisite or corequisite: Television and Radio 7701X or permission of the graduate deputy chairperson.

TVRA 7713X Media and Communication History and Regulation

45 hours lecture; 3 credits
In-depth industrial and cultural historical overview of the development of electronic mass communication. Historical and legal approaches and methods.

Prerequisite or corequisite: Television and Radio 7701X [701X]; or permission of the deputy chairperson.

TVRA 7714X Critical Analysis of Media

45 hours; 3 credits
Textual and analytical approaches the scholarly study of media. Survey of the most significant Marxist, structuralist, semiotic and formalist readings of media over the past one hundred years.

Prerequisite or corequisite: Television and Radio 7701X [701X]; or permission of the deputy chairperson.

TVRA 7715X Media Reception: Processes and Practices

45 hours; 3 credits
Introduction to sociological, ethnographic, psychoanalytic, cognitive, and critical theories used to understand media audiences and processes of reception. Historical development of the various approaches; audience response; construction of the mass audience and subcultures; fan production.

Prerequisite or corequisite: Television and Radio 7701X [701X]; or permission of the deputy chairperson.

TVRA 7728X Global Media

45 hours; 3 credits
The globalization of television and radio; implications of transnational satellite communication; problems and opportunities in international coproduction; changing patterns in distribution to a global market. Analysis of program genres and styles in the context of language, culture, and developmental differences. (Not open to students who have completed Television and Radio 7960X [796X], "Special Problems in World Television.")

Prerequisite: Television and Radio 7701X [701X]; or permission of the deputy chairperson.

TVRA 7797X Special Topic in Mass Media

45 hours; 3 credits
Topics vary from term to term. Students may take this course twice but may not repeat a topic.

Prerequisite: Television and Radio 7701X [701X].

Planning and Management

TVRA 7722X Seminar in Television and Radio Program Development and Audience Analysis

45 hours; 3 credits

Process of television and radio program development. Conceiving and pitching a program idea; understanding genre cycles; determining windows of distribution; methods of measuring audiences; types of data collection and reporting; use of demographic data to make programming and management decisions.

Prerequisite or corequisite: Television and Radio 7701X [701X]; or permission of the deputy chairperson.

TVRA 7725X Television and Radio Management Theory and Practice

45 hours; 3 credits

Theories of management of electronic mass media communication; industry structure, management styles and practices; finance and budgeting systems; human resource management; negotiation strategies.

Prerequisite: Television and Radio 7701X [701X].

TVRA 7726X Seminar in Media Industries

45 hours; 3 credits

Current practices of media industries including program development and distribution across platforms, convergence, shifting audiences. Contemporary case studies used to illustrate issues and changes in the digital media industry.

Prerequisite or corequisite: Television and Radio 7701X or permission of the deputy chairperson.

TVRA 7727X Media Marketing and Promotion

45 hours; 3 credits

Principles of marketing and promotion. Developing marketing and promotion strategies. Implementing campaigns. Evaluating their effectiveness in attracting audiences and building audience share in increasingly competitive electronic mass communication industries. This course is the same as Business 7203X [703X].

Prerequisite or corequisite: Television and Radio 7701X [701X]; or permission of the deputy chairperson.

Television production

TVRA 7730X Applied Media Aesthetics

3 hours; 3 credits

Analysis of the various audiovisual aesthetic "fields"--- light, color, two-dimensional and three-dimensional space, time, motion/pace/rhythm, sound; narrative storytelling devices; and character types as cultural archetypes.

Prerequisite or corequisite: Television and Radio 7701X [701X].

TVRA 7732X Multi-Camera: Directing and Producing

30 hours lecture, 30 hours laboratory; 3 credits

Producing and directing various program formats including panel discussion, news, fiction, music, dance and other genres suitable for multiple camera.

Prerequisite: matriculation in the M.F.A. program.

TVRA 7733G Sound Design

30 lecture, 30 hours laboratory; 3 credits

Principles and techniques in sound design for television production and sound art. Aesthetics and techniques of sound design through all stages of production: research and development through post-production. Students will learn how to construct a complex soundscape in a variety of digital platforms. The course is taught as a workshop.

Prerequisite: Permission of the Deputy Chair.

TVRA 7736X Advanced Directing

30 hours lecture, 30 hours laboratory; 3 credits

Authorship and aesthetics. Director's vision and craft. All stages of production: pitch and proposal, screenwriting, budget and logistics, casting, rehearsals and performance, visualization, production design, staging and directing mise-en-scene, editing, post-production and distribution.

Prerequisite: Television and Radio 7732X [732X] or 7782X [782X] for M.F.A. in Television Production candidates; PiMA 7010G [701G] for advanced certificate candidates in the Performance and Interactive Media Arts program.

TVRA 7740G Scriptwriting

45 hours; 3 credits

The art of visual storytelling. Principles of story design. Various script formats. Creating and developing characters. Essentials of dramatizations. Structure and plot.

Prerequisite: Matriculation for the M.F.A. degree or permission of the deputy chairperson.

TVRA 7749X Study Abroad India: Documentary Production and Cultural Studies

15 hours lecture, 60 hours lab; 3 credits

A 21-day course that combines lectures, sightseeing, and documentary production work.

Prerequisite: permission of the instructor

TVRA 7750X Directing Television Adaption: Analysis and Production

30 Lecture Hours and 30 Lab Hours; 3 credits

In-depth analysis of scenes from critically acclaimed adaptations of classic and modern literary and dramatic text. Art of adaptation. Principles and techniques of adapting for television, focusing on interpretation of texts and constructing its audio-visual realization through all phases of production: research and development, working with actors, set design and lighting, shot composition, editing and mixing sound in multi-camera live environment and post production. Students direct their own interpretation of a script of their choice. For the final common class project students choose one production position, according to their interests and skills.

Permission of the Deputy Chair.

TVRA 7752X Single Camera: Directing and Producing

30 hours lecture, 30 hours laboratory; 3 credits

Developing and designing content suitable for single camera production in a variety of genres. Director's and Producer's roles in creating and distributing such programs.

Prerequisite: matriculation for the M.F.A. degree in television production.

TVRA 7769X Fieldwork in Electronic Media

200 hours of fieldwork plus conference hours to be arranged; 3 credits

Placement in a professional electronic media organization for intensive supervised assignment. Joint supervision by a faculty member and member of the organization. Regular conferences with faculty supervisor. Preparation of written report on fieldwork experience.

Prerequisite: matriculation in the M.S. or M.F.A. program and permission of the deputy chairperson.

TVRA 7772X Broadcast and New Media Journalism

45 hours; 3 credits
Analysis and evaluation of broadcast and new media news, editorials, commentaries. Examination of network and local news operations. Relationship between print and electronic news reporting considered in terms of their effect on the audience. Historical study of the concepts of free speech, investigative reporting, and the right of citizens' access to government information.

Prerequisite or corequisite: Television and Radio 7701X [701X].

TVRA 7776X Art of Documentary

45 hours; 3 credits
In-depth analysis of critically acclaimed documentaries across various distribution platforms. Principles and techniques of nonfiction storytelling. Lectures, screening and discussion about authorship, evidence, ethics and responsibility. Structure and formal techniques.

Prerequisite or corequisite: Television and Radio 7701X [701X] or 786.5X or permission of the deputy chairperson.

Internship courses

TVRA 7781G Post-Production: Theory and Practice

15 hours lecture, 90 hours laboratory; 4 credits
Design and operation of postproduction workflow; the technique, craft, and art of editing; fundamental principles of montage, continuity and dialogue editing, with a focus on telling a compelling story. Students assemble short projects from prerecorded footage.

Prerequisite: matriculation for the M.F.A. degree in television production.

TVRA 7782G Single Camera: Advanced Directing and Producing

15 hours lecture, 60 hours laboratory; 3 credits
Director's vision, craft and responsibility. All aspects of pre-production, production, and post-production. Students write, direct, produce, design, shoot and edit 10-20 min. projects. Fiction and non-fiction. Course prepares students for their 30 min. MFA single camera production.

Prerequisite: Television and Radio 7781G [781G].

TVRA 7783G Advanced Multi-Camera Production I

15 hours lecture, 60 laboratory; Independent work; 4 credits
Advanced techniques of directing and producing multi camera programs. Set design, facilities and location management, permissions and release forms. Production package. Rotation of crew assignments for in-studio and remote location productions. Each student creates, designs, directs and produces one 30 minute program in partial fulfillment of the requirements for the MFA degree.

Prerequisite: Television and Radio 7732G [732G].

TVRA 7784G Advanced Multi-Camera Production II

15 hours lecture, 60 hours laboratory; Independent work; 4 credits
Advanced techniques of directing and producing a multi camera

program. Set design, facilities and location management, permissions and release forms. Production package. Rotation of crew assignments for in-studio and remote location productions. Each student creates, designs, directs and produces one 30 minute program in partial fulfillment of the requirements for the MFA degree.

Prerequisite: Television and Radio 7783G [783G].

TVRA 7851G MFA Production Development: Research and Proposal

45 hours laboratory; 1 credit
Develop and research ideas, write treatments. Authorship and aesthetics. Genre and style. Several drafts of proposal submitted.

Prerequisite: matriculation for the M.F.A. degree.

TVRA 7852G MFA Production Development: Script and Production Package

45 hours laboratory; 1 credit
Pre-production. Script: writing treatment, script and extended proposal (for documentary). Several drafts submitted. Design and plan the production. Budget and schedule. Pitching two ideas to a committee of faculty members.

Prerequisite: matriculation for the M.F.A. degree.

TVRA 7853G MFA Production Development: Post-Production I

45 hours laboratory; 1 credit
Post-production. Assembly edit. Screening and discussion with peers and faculty. Sound design. Special effects and graphics.

Prerequisite: matriculation for the M.F.A. degree.

TVRA 7854G MFA Production Development: Post-Production II

45 hours laboratory; 1 credit
Final edit based on feedback received last semester and additional production. Screening and discussion with peers and faculty. Sound mix. Color correction. Preparing for broadcast on CUNY TV. Production Book. Screening and defending the MFA production for the committee of three faculty members.

Prerequisite: matriculation for the M.F.A. degree.

Research courses

TVRA 7925X Research Practicum in Media Studies

45 hours fieldwork; 1 credit
Directed research project under supervision of a faculty member. Weekly meetings to evaluate and monitor progress. With the prior permission of the deputy chairperson, this course may be taken three times.

Prerequisite: Television and Radio 7701X [701X] and the permission of the deputy chairperson.

TVRA 7945X Media Research Methods

45 hours; 3 credits
Survey of various quantitative and qualitative media and audience research methods, including content analysis, survey analysis, focus groups, ethnography and discourse analysis. Students complete original research data collection and written reports.

Prerequisite: Television and Radio 7701X.

TVRA 7960X Special Problems

45 hours; 3 credits

Directed study supervised by a faculty member. With prior written permission of the deputy chairperson, this course may be repeated once for credit.

Prerequisite: permission of the deputy chairperson.