

Department of Media Studies

ADVISEE'S GUIDE TABLE OF CONTENTS

I. DECLARING THE MEDIA STUDIES MAJOR AND MINORS	3
II. CRITERIA FOR CONTINUING AS A MEDIA STUDIES MAJOR OR MINOR	3
III. ADDITIONAL MEDIA STUDIES REGULATIONS	3
IV. DEGREE REQUIREMENTS	5
A. University and College of Arts and Sciences Degree Requirements	5
B. Double Majors	7
C. Minors	7
V. MEDIA STUDIES MAJOR	7
A. Core Requirements	7
B. Additional Courses	8
C. Recommended Courses for Careers	8
D. Practicum Courses	8
E. Internship Course	8
F. Free Electives	8
VI. MEDIA STUDIES MINORS	9
A. Media Studies Minor	9
B. Radio Minor	9
VII. COURSE DESCRIPTIONS	9
A. Required Core Courses	9
B. Additional Courses	10
C. Departmental Electives	14
VIII. INDEPENDENT PROJECTS	15
VIII. CONSORTIUM COURSES	15

IX. INTERNSHIPS	16
A. Types of Internships	16
B. The Application Process	16
C. Registration and Credit	17
D. Compensation	18
E. Evaluation for Course Grade	18
XI. POLICIES GOVERNING USE OF MST FACILITIES AND EQUIPMENT	19
A. MST Equipment Availability and Checkout Policies and Procedures	19
B. Policies Governing Use and Treatment of MST Equipment in the Carmichael Building	21
C. Carmichael Building Rules	22
D. Fines and Penalties	23
XII. RESOURCES FOR FILMING AND CREATING MEDIA ON THE UNCG CAMPUS	24

MEDIA STUDIES ADVISEE'S GUIDE

The Department of Media Studies at the University of North Carolina at Greensboro offers the undergraduate (BA) Media Studies major. The Media Studies major is a single degree track with a core of courses (12 semester hours) that every major takes and a selection of eight additional courses (24 semester hours) made by the student to more closely align with their professional interests.

The Media Studies major is a regular liberal arts University major, not a job-training track. It should not be used as a substitute for the technical work available at technical institutes or technical broadcasting schools, nor is it a conservatory approach to film. Some of the courses in the Media Studies major at UNCG enable students to acquire production skills, however an understanding of the history and theory of the media is equally important.

Media Studies majors should also keep in mind that success or failure in the professional world of media depends upon personal motivation and initiative. The major requires the student to demonstrate continuing personal initiative. It cannot be completed by merely taking courses. It requires effort in developing personal skills, in establishing professional contacts, and in perfecting disciplined work habits in classes and in co-curricular activities. Students are strongly encouraged to take advantage of WUAG the campus radio station and the arrangement with the UNCG Athletic Department through the Spartan Sportslink program to augment their coursework.

I. DECLARING THE MEDIA STUDIES MAJOR AND MINORS

Students may sign up online at the Spartan Central website to be a Media Studies major, Media Studies minor, or Radio minor using the following link:
<https://spartancentral.uncg.edu/forms/major-minor-request-form/>

Note: Students may not major and minor in Media Studies and Radio.

II. CRITERIA FOR CONTINUING AS A MEDIA STUDIES MAJOR OR MINOR

The Department of Media Studies has established the following criteria for continuing in the Media Studies Major and Minor:

- A. Initial admission to the Media Studies major or minor does not guarantee the student the right to complete the degree program.

- B. Continuation in the Media Studies major is contingent upon the following requirements:
- (1) Only grades of C or better taken in MST courses will count toward completion of a major or minor.
 - (2) Demonstration of high quality oral and written communication.
 - (3) Adherence to all building and equipment policies and procedures including the departmental and University shooting protocols.
 - (4) Professional treatment of program equipment and prompt payment of any charges assessed for equipment damage
 - (5) Compliance with all University regulations including the Academic Honor Policy. Plagiarism, submitting the same work to more than one class, falsified attendance records, etc. are grounds for dismissal from the major.

III. ADDITIONAL MEDIA STUDIES REGULATIONS

- A. Productions made for one course are not to be used for credit in a second course, unless approved by the instructor. If there is any question about using portions of the same material for two courses, get an evaluation from BOTH instructors.
- B. **PREREQUISITES FOR COURSES ARE STRICTLY ENFORCED.**
A student may be removed from a course at any time in the semester if it is discovered that he/she has not met the appropriate prerequisite(s). One should study the bulletin description of upper level courses to determine choices of special interest, and then carefully plan a semester's schedule to ensure that all prerequisites for that advanced course are met. (<https://admissions.uncg.edu/academics/majors-concentrations/media-studies/concentrations/media-studies/>)
- C. All announcements with regard to meetings, job opportunities, internships, and similar matters of concern to students are posted on bulletin boards located in the Carmichael Building and second floor of the Brown Building. Announcements will also be sent out to students via the Department email listserv to which all majors and minors are required to subscribe.
- D. Students are responsible for their academic programs. The Director of Undergraduate Studies, who serves as departmental advisor to all majors, should be consulted for matters pertaining to course selection and other academic matters. The Director will make every attempt to keep track of completion of degree requirements, however, it is each student's responsibility to keep up with requirements for the major using the online Degree Works. As progress is made toward completing the requirements, each student should periodically check their online degree evaluation in the Student Records section of the online secure area.

- E. Students may request courses taken at other institutions to count toward the Media Studies major or minors. Students should provide the Director of Undergraduate Studies with a copy of the course description or course syllabus. The Director of Undergraduate Studies will send the appropriate form to the Registrar's Office to have a notation memo written on the student's Degree Works.

IV. DEGREE REQUIREMENTS

A. University and College of Arts and Sciences Degree Requirements

1. 120 semester hours (122 semester hours for students who entered the University prior to Fall 2019).
2. Students entering the University in the fall of 2021 fall under a new general education curriculum (Minerva Academic Curriculum – MAC). Details can be found in the University Bulletin at <https://catalog.uncg.edu/academic-regulations-policies/undergraduate-policies/general-education-program/>
3. Students who entered the University prior to the fall of 2021 fall under the older General Education Requirements (GEC) plus the College Additional Requirements (CAR). **NOTE: SEE YOUR CURRENT UNIVERSITY BULLETIN FOR A LIST OF THE COURSES APPROVED TO MEET EACH CATEGORY OF REQUIREMENT. "MST" COURSES, INCLUDING MEDIA STUDIES COURSES, MAY BE USED TO FULFILL THESE LIBERAL EDUCATION REQUIREMENTS.** It is recommended that students complete as many of these courses as possible during the freshman and sophomore years while also completing MST core required courses.
Students entering the University with an Associates Degree from a North Carolina community college are credited with having completed all the GEC requirements except for the College foreign language requirement (one year beyond high school) and major requirements of one Writing Intensive and one Speaking Intensive course in Media Studies.
 - a. Humanities and Fine Arts. Two Literature Courses (GLT); One Fine Art course (GFA) - MST 225 Film Appreciation or MST 226 Television Appreciation may be used to complete this requirement; One Philosophical/Religious/Ethical Perspectives course (GPR) (12 semester hours/4 courses)
 - b. Historical Perspectives on Western Culture (GHP). One Pre-modern (GPM) and one Modern (GMO) (6 semester hours/2 courses)
 - c. Social and Behavioral Sciences (GSB). (9 semester hours/3 courses from two different departments)

- d. Natural Science (GNS) Three courses (9-10 semester hours) are required, including one course from Physical Science (GPS), one course from Life Science (GLS), and one from either Physical Science or Life Science. One of the three courses must have a lab with it.
- e. Mathematics (GMT). (3 semester hours/1 course)
- f. Reasoning and Discourse (GRD) (6 semester hours/2 courses)
English 101 or FMS 115 or RCO 101 is required.
- g. Foreign Language (GFL). Proficiency through the intermediate level is required, which may involve 0-12 hours/0-4 courses. (101, 102, 203, and 204 of one language unless the student places out by testing)
- h. Marker Requirements:
 - i. Writing Intensive Courses. Media Studies majors must take a minimum of four writing-intensive courses, including:
 - a. At least one lower-division course (200 and below)
 - b. At least one upper-division course (300 and above)
 - c. At least one course in Media Studies. Courses that currently satisfy this requirement may be chosen from:
MST 204 Media Writing
MST 325 Media and Gender Culture
MST 341 Broadcast Newswriting
MST 350 Writing for the Screen
MST 440 Online Journalism
MST 451 Writing the Feature Film I
MST 452 Writing the Feature Film II
MST 453 Advanced Media Writing
 - d. One additional WI course from either within or outside the major
 - ii. Four Global Perspective courses (GL/GN)
 - a. One must be a GN (non-western course) marker
MST 327 Non-western Film: Asian may be used to satisfy this
 - b. May include two courses in a foreign language (other than American Sign Language)
 - c. One GL marker course requirement will be waived for each semester in a credit Study Abroad Experience
 - iii. Two Speaking Intensive courses (SI)
One of the two SI courses must be taken in the major.
MST 407 Media Law and Ethics, a core course, satisfies the major SI requirement. MST 361 Radio and Television Announcing and MST 450 Media Script Analysis also satisfy an SI requirement. Select MST 321 Topics in Film and Pop Culture sections may

carry the SI marker. Look for the SI marker in each semester class schedule for offerings.

3. Thirty-six (36) semester hours in the major.
4. At least 36 semester hours of courses at the 300 level or above using courses within and outside the major.

B. Double Majors.

Double majoring may be of benefit to the Media Studies major. In some cases it may be wise to list Media Studies as the second major, particularly if doing a double major with one of the BFA programs or a professional school major. Important Note: If the second major is not a BA degree, students may have to do a double degree in which case they would need 151 semester hours of credit to complete both programs. Even if a second major is not chosen, the Media Studies student is encouraged to develop awareness in other areas of art, literature, science, etc. In today's diversifying society, speaking and translating Spanish may be of significant importance especially to students interested in broadcast journalism careers.

C. Minors

The Department of Media Studies offers two minors. A generalist non-production course of studies called the Media Studies minor and a Radio minor in conjunction with WUAG. Details on the minor curricula may be found on page 9 in this guide.

V. MEDIA STUDIES MAJOR

The Media Studies major is an integrated program of study that focuses on the creative production and critical consumption of a range of moving-image media. Majors have opportunities to study and produce narrative and documentary film, social advocacy and interdisciplinary media productions, fictional and non-fictional television, and video journalism. Students can craft their own program of study, drawing from courses on every aspect of film, video, and digital media production; media and screenwriting; media theory, history, and criticism; and news reporting and analysis. Students seeking vocational specializations should pursue relevant post-baccalaureate studies. As a Department within the College of Arts and Sciences, majors will complete the General Education Core and College Additional Requirements for their liberal education requirement as noted in section IV above.

Students must take the core requirements (12 semester hours) and eight additional courses (24 semester hours to complete the minimum requirements for the Media Studies Major.

A. Core requirements (12 semester hours):

MST 100 Understanding Media

MST 205 Media Literacy

MST 302 Introduction to Film History or MST 303 History of Electronic Media

MST 407 Media Law and Ethics or MST 321 Topics in Film and Pop Culture or
MST 427 Topics in Film Studies or MST 428 Topics in Electronic Media

B. Additional Courses (24 credit hours) from:

MST 204, 225, 226, 271, 301, 302 (if not used for the core), 303 (if not used for the core), 305, 321 322, 325, 326, 327, 330, 341, 343, 350, 352, 361, 370, 372, 373, 374, 375, 407 (if not used for the core), 415, 420, 421, 423, 424, 425, 427 (if not used for the core), 428 (if not used for the core), 441, 450, 451, 453, 454, 459, 468, 470, 471, 479, 481, 483, 485, 487, and 488.

C. Recommended courses for Careers

The following is a list of courses recommended for students interested in specific career paths (see list of department courses for title and description):

Media Journalism – MST 326, 341 (required for radio or tv news internships), 361, 440, 441, 468

Writing for screen or television – MST 350, 450, 451, 452, 453

Film and video production (prerequisite of MST 271 and 375 for most of these courses) – MST 370, 372, 373, 374, 470, 471, 479, 483, 485, 480, 481, 485, 487, 488

D. Practicum Courses (some require permission of instructor or a faculty supervisor's approval)

Practicum registrations are for individuals or group work conducted under the supervision of a teaching assistant or a faculty member.

IMPORTANT NOTE: These courses do not count toward the eight additional courses toward the major. They are only electives.

MST 190 WUAG Workshop (1 repeatable up to 3 credits)*

MST 395 Special Problems (1-3)

MST 398 Spartan Sportslink Practicum (2) (repeatable up to 4 credits)

MST 399 Independent Study (3:0:9)

MST 490 Advanced WUAG Workshop (1 repeatable up to 3 credits)*

*MST 190 and MST 490 are for students seeking credit while working at WUAG the campus radio station.

- E. **Internship Course (highly recommended) (See section IX, page 17 of this guide)**
MST 492 Media Internship (1 to 6 semester hours)
- F. **Free Electives**
Electives either within or outside the major sufficient to complete the 122 semester hours required for the degree.

VI. MEDIA STUDIES MINORS

The Department of Media Studies offers the following two minors (see list of department courses for title and description). **Majors may not also minor in Media Studies or Radio:**

A. Media Studies Minor (minimum of 18 hours)

- 1. **Required course (3 hours)**
MST 100
- 2. **Other courses (minimum of 15 hours) from those listed below.**
MST 205, 225, 226, 301, 302, 303, 305, 321 (repeatable for credit when topic changes), 322, 325, 326, 330, 407, 423, 427 (repeatable for credit when topic changes), 428, 415, 420, 421, or 425.

B. Radio Minor (minimum of 18 hours)

- 1. **Required courses (3 hours)**
MST 100
- 2. **Other courses (minimum of 15 hours) from those listed below.**
MST 190 (repeatable up to a maximum of 3 credits), 204, 205, 301, 303, 305, 322, 326, 341, 343, 361, 372, 399 (requires WUAG Faculty Advisor approval), 407, 428 (repeatable for credit when topic changes), 468, 490 (repeatable up to a maximum of 3 credits), 425.

VII. COURSE DESCRIPTIONS

A. Required Core Courses

MST 100 Understanding Media (3:3)
Introduction to the discipline of Media Studies with emphasis on industry development, delivery systems, and audiences in a changing media landscape.

MST 205 Media Literacy (3:3)
Introduction to the critical analysis of media, its impacts, and its methods.

MST 302 Introduction to Film History (3:3)

Prerequisite MST 225

May be used as an additional course if not selected for the core.

Introduction to the study of international film history from the late 19th century to the present.

MST 303 Electronic Media History (3:3)

May be used as an additional course if not selected for the core.

Emergence, structure, and scope of radio, television, and the internet. Examination of broadcasting theories and practices and the influence the media forms have had on individuals and society.

MST 321 Topics in Film and Pop Culture (3:3)

May be repeated for credit when topic changes

Prerequisite MST 225

May be used as an additional course if not selected for the core

Focusing on variable topics, examines film as a reflection of and expression of culture.

MST 407 Media Law and Ethics (3:3)

Core: SI marker

May be used as an additional course if not selected for the core

Study of media law and questions of ethics as they apply to the mass media.

MST 427 Topics in Film Studies (3:2:3)

May be repeated for credit when topic changes

Prerequisite MST 225

May be used as an additional course if not selected for the core

Advanced study of selected topics in fictive or non-fictive films including genres, works of an individual director, or other emphasis.

MST 428 Topics in Electronic Media (3:3)

May be repeated for credit when topic changes

May be used as an additional course if not selected for the core

Study of selected topics in fictive or non-fictive programming for the electronic media including genres, delivery systems, or other emphasis.

B. Additional Courses**MST 204 Media Writing (3:3)**

Core: WI marker

Media Studies Major or permission of instructor

Introduction to theory and practice of media writing with concentrated exercises in developing messages and shaping those messages to the demands and characteristics of various media.

MST 225 Film Appreciation (3:2:3)

Core: GFA, MAC CritThink Hum and Fine Art

Analysis of selected significant motion pictures of the world's cinema from the silent period to the present.

MST 226 Television Appreciation (3:3)

Core: GFA, MAC CritThink Hum and Fine Art

Analysis of the cultural and artistic significance of selected television programs.

MST 271 Introduction to Media Production (3:2:3)

Media Studies major or permission of instructor

Introduction to techniques of media production with emphasis on video capture and editing.

MST 301 Media Theory (3:3)*May be repeated for credit*

Examination of media texts, contexts, influence, and effects from a variety of theoretical perspectives.

MST 305 Digital Media (3:3)

Introduction to the current development of digital media and social media platforms with a global perspectives and hands-on practice.

MST 322 Media Programming (3:3)

Analysis of program sources for radio, television, cable, and the Internet.

MST 325 Gender and Media Culture (3:3)*Core: WI marker, CIC College Writing*

Examination of the nature of media contents and production processes as they influence the construction of gender identities.

MST 326 News Analysis (3:3)

Analysis of news practices and presentation across multiple media and formats from a variety of theoretical, philosophical, and historical perspectives.

MST 327 Non-Western Film: Asian (3:3)

Study of Films from Southeast Asia: Mainland China, Taiwan, Hong Kong, Japan, and Korea.

MST 330 Cult Films (3:2:3)

Explores cultural contexts and technological developments that help form small but influential cults around certain films. Students will learn how taboo-breaking fringe filmmaking impacts mainstream cinema and culture.

MST 341 Broadcast Newswriting (3:3)*Media Studies major or Radio minor or permission of instructor**Core: WI, CIC College Writing*

Writing and planning newscasts for broadcast media.

MST 343 Broadcast Copywriting (3:3)*Core: CIC College Writing*

Analysis of persuasive media and examination of radio, television, and internet advertising techniques with emphasis on developing writing skills for electronic media advertising and promotional campaigns.

MST 350 Writing for the Screen (3:3)*Prerequisite: Media Studies major or permission of instructor**Core: WI marker, CIC College Writing*

Study and practice of script writing resulting in an original short script.

MST 352 Creative Process in Film and Video (3:3)

Various approaches for the enhancement of the visual imagination, emphasizing the origination of ideas and their development into treatments and proposals for film and video.

MST 361 Radio and TV Announcing (3:3)*Media Studies major or Radio minor or permission of instructor**Core: SI marker*

Theory and practice of announcing skills and techniques in radio and television broadcasting.

MST 370 Single Camera Production I (3:3)

Prerequisites: MST 271 and MST 375 or permission of instructor

Introduction to narrative filmmaking, using moving images and sound to convey stories and ideas. Emphasis is given to narrative conceptualization and technical skills.

MST 372 Media Sound Production (3:3)

Prerequisites: MST 271 or permission of instructor

Techniques and aesthetics of digital sound design for the moving image.

MST 373 TV and Film Lighting (3:2:3)

Principles of light and color in lighting for television and film production. Application of equipment and accessories used in the execution of lighting design through practical projects.

MST 374 Cinematography (3:3)

Principles and practice of cinematography. Application of the equipment and accessories used in cinematography through practical projects.

MST 375 Editing I (3:3)

Prerequisite: MST 271 or permission of instructor

Development of practical editing skills in pacing, shot selection, and the workflow necessary for delivery.

MST 415 Film Theory (3:3)

Prerequisites: MST 225 or permission of instructor

Study of the principal theories of film through the writings of critics, theorists, and directors.

MST 420 Film History to 1938 (3:3)

Prerequisites: MST 225 or permission of instructor

Advanced study of world cinema from its prehistory in the late 19th century to the beginning of World War II in Europe, emphasizing significant movements, genres, and filmmakers.

MST 421 Film History since 1938 (3:3)

Prerequisites: MST 225 or permission of instructor

Advanced study of world cinema from the beginning of World War II in Europe through the present, emphasizing significant movements, genres, and filmmakers. (SP)

MST 423 Movies That Matter (3:2:3)

Prerequisite: MST 225 or permission of instructor

Examines films with social issue themes. Of late fewer such films have been made; we will look at their relevance while examining the shifting corporate ownership of studios.

MST 425 Media Organization and Management (3:3)

Principles and practices of the organization and management of electronic media and motion pictures.

MST 427 Topics in Film Studies (3:3)

Prerequisites: MST 225 or permission of instructor

Study of selected topics in fictive or non-fictive films, including genres, works of an individual director, or other emphasis.

May be repeated for credit when topic changes.

MST 428 Topics in Electronic Media (3:3)

Study of selected topics in fictive or non-fictive programming for the electronic media including genres, delivery systems, or other emphasis.

MST 441 Video Journalism (3:3)

Prerequisites: MST 271 and 341

Study and practice of electronic news reporting skills and newscasting. Focus on writing news copy; reporting, shooting, and editing news packages; basic newscast production techniques. (SP)

MST 450 Feature Film Script Analysis (3:3)

Prerequisites: Junior or senior standing or permission of instructor

Analysis of the key structural and thematic elements of feature screenplays.

MST 451 Writing the Feature Film I (3:3)

Prerequisite: MST 350 or permission of instructor

Advanced study of screenwriting with emphasis on the creation of a step outline and first act for a feature-length screenplay.

MST 452 Writing the Feature Film II (3:3)

Prerequisite: MST 551

A writing workshop in which students complete the first draft and a polish of a feature-length screenplay, based on the outline and first act from MST 451.

MST 453 Advanced Media Writing (3:3)

Prerequisites: Media Studies major or permission of instructor

Practice in television script writing with emphasis given to development of concepts and proposals for episodic television. Practice in analyzing and writing for existing television series and/or development of new programs.

MST 454 Writing the One Hour Movie (3:3)

Prerequisite: MST 350

Development of and writing an original short form screenplay marketable to streaming venues.

MST 468 Sportcasting (3:3)

Prerequisite: Media Studies major, radio minor, or permission of instructor

Development of announcing skills and knowledge of sports necessary for sports broadcasting including play by play.

MST 470 Single Camera Production II (3:3)

Prerequisite: MST 370, 373 and 375 or permission of instructor

Further study and practice of narrative filmmaking using media images and sound. Emphasis is given to collaboration on more advanced projects.

MST 471 Editing (3:3)

Prerequisite: MST 375 or permission of instructor

Survey of the history, aesthetics, and techniques in sequencing moving images.

MST 470 Directing for the Screen (3:3)

Fundamentals of screen directing, which includes directing actors, script breakdown, scene blocking, communication with cast and crew, and the logistics of production.

MST 480 Directing for Television (3:2:3)

Junior, senior, or permission of instructor

Fundamental principles of directing for television. Studio directing experience.

MST 481 Dance on Video (3:3)

Prerequisites: MST 271 or permission of instructor.

Introduction to working with dance and video, including composing for the camera, recording dancers in action, and editing footage to create original work.

MST 483 Advanced Media Production (3:3)

Prerequisites: Media Studies Major. MST 271

Advanced application of principles and techniques of media production.
May be repeated for credit when topic changes.

MST 485 Client Based Production (3:0:9)

Prerequisites: MST 271 and 375, or permission of instructor

Collaborative work on the production of a client sponsored program. Emphasis on collaboration in a timely, professional manner in an environment in which students may not have complete creative control.

MST 487 Animation Production (3:3)

Prerequisites: MST 271 or permission of instructor

Study and practice of animation techniques.

MST 488 Documentary Production (3:3)

Prerequisites: MST 271 and 375 or permission of instructor

Documentary construction, research, planning and production techniques. Further development of video production skills in supervised project.

C. Departmental Electives

NOTE: NONE OF THESE COURSES WORK TOWARD THE SIX ADDITIONAL COURSE REQUIREMENTS.

Practicum Courses:**MST 190 WUAG Workshop (1)** (For Freshmen and Sophomores)

May be repeated for credit for a maximum of 3 hours.

Supervised participation in radio broadcasting or program production at the campus radio station WUAG. (FA/SP)

MST 395 Special Problems (1-3)

Prerequisite: Permission of faculty supervisor is required prior to registration.

May be repeated for credit.

Guided individual study in an area of special interest to the student.

MST 398 Spartan Sportslink Practicum (2)

May be repeated for credit for a maximum of four credit hours

Supervised participation in the live video production of UNCG Athletic Events.

MST 399 Independent Study (3:0:9)

Prerequisite: Permission of faculty supervisor required prior to registration.

May be repeated for credit

Guided practice in a creative area of media.

MST 490 Advanced WUAG Workshop (1) (For Juniors and Seniors)

May be repeated for credit for maximum of 3 hours.

Supervised participation at an advanced level of radio broadcasting or program production at the campus radio station WUAG. (FA/SP)

MST 492 Media Internship (1-6)

Prerequisite: Restricted to Media Studies majors and permission of the Director of Internships.

May be repeated for credit for total of six (6) semester hours.

Field learning experience in media industries. Academic supervision provided by faculty member and direction in the field provided by job supervisor. (FA/SP/SU)

MST 493 Honors Work (3-6)

*Prerequisite: permission of instructor, 3.30 GPA in the major, 12 s.h. in the major
May be repeated for credit if the topic of study changes*

MST 497 Advanced Media Production Practicum (1-3:0:3-9) (For Juniors and Seniors)

May be repeated for a maximum of 3 semester hours.

Advanced, in-depth, hands-on exposure to the many aspects of the production and post-production process of film and electronic visualization. (FA/SP)

VIII. INDEPENDENT PROJECTS

Much of the work in radio, television, and film involves the development of an individual's skills. This is often best done in independent work. Students oriented toward production are encouraged to complete the regular required courses and then to develop a major project through one, or a combination of independent study courses. Approval from a faculty supervisor must be granted the semester before enrollment in independent study courses. Supervisory time and equipment for such projects are limited. Only if equipment is available (or you can provide it) and a faculty member agrees to supervise will an independent project be approved. You must get a faculty member to agree to supervise your independent study. They will arrange for you to enroll in their section of independent study.

MST 395 Special Problems (1-3)

Guided individual study in an area of special interest to the student. Permission of a faculty supervisor is required prior to registration. May be repeated for credit. MST 395 is designed for such works as research papers, scripts, project analyses, etc or assisting faculty with courses or projects. It is not appropriate for a creative video, radio, or film project.

MST 399 Independent Study (3:0:9)

Guided practice in creative areas of radio, television, or film including writing, directing, performing, sound design, cinematography, or editing. May be repeated for credit. Permission of a faculty supervisor is required prior to registration. Preproduction work should be completed prior to the semester in which the student enrolls in MST 399. Preproduction work can be done in another course, such as MST 395 listed above.

IX. CONSORTIUM COURSES

UNCG is a member of the Greensboro Regional Consortium for Higher Education. This Consortium permits a UNCG student to take courses at

Bennett, Elon, Greensboro College, Guilford College, Guilford Technical Community College, High Point University and North Carolina Agricultural and Technical State University. UNCG and NC A & T have an additional agreement permitting open access to courses on both campuses. Only NC A & T courses are available in the summer through Consortium registration. Information is available at the Registrar's Office in Mossman Building.

X. INTERNSHIPS

The first thing you should know about an internship is that the University does not give credit for on-the-job training. Consequently, the internship program is considered an academic opportunity to gain insight into media industries. The Media Studies faculty considers it a privilege and a reward extended to those majors who have demonstrated proficiency in Media Studies courses, taken as a part of their degree program.

Your media internship is designed to provide a unique educational experience, a chance to find out first-hand about the workings of various aspects of media industries from the inside. Hopefully, you will gain insights from the opportunity afforded to you that will help you make career decisions in the fields of radio, television, motion pictures, or their related industries. To qualify as an intern you **MUST BE A JUNIOR OR SENIOR MAJOR IN MEDIA STUDIES. (The Director of Internship in some instances may allow sophomores to participate in an internship)**. In addition, you should have completed most of your core coursework both for the College of Arts and Sciences and the major. As an intern, you should begin to consider yourself a professional. Whether it is at a radio or television station, on the set of a film production, or in another media industry setting, you should always remember that you are in a professional environment. To get the most out of your internship, you should treat the experience as if it were your job. You will be expected to conduct yourself in a professional manner with the same standard of performance expected of an employee. One of your major goals should be the development and display of work habits and attitudes appropriate to the working world. You never know whether the internship could lead to later employment or a key recommendation by your on-site supervisor when you go seeking employment.

A. TYPES OF INTERNSHIPS

There are two types of internships: those developed by the student and those

developed by the Department. In all cases, internships must be approved by the Director of Internships.

B. THE APPLICATION PROCESS

I. PREREQUISITES

A student who wishes to enroll in the media internship course must meet the following requirements:

1. Be an accepted major in the Media Studies program.
2. Be a junior or senior.
3. Have completed MST 341 if seeking a broadcast journalism internship.
4. Have the approval of the Director of Internships.
5. Have the approval and acceptance of a supervisor at the intern site.

II. THE INTERVIEWS

Each student who wishes to earn internship credit must meet and talk with the Director of Internships to go over the application for an internship. If approved, the prospective intern is free to set up an interview with a potential internship supervisor.

MEETING WITH AND SETTING UP AN INTERNSHIP WITH A SITE SUPERVISOR PRIOR TO MEETING WITH THE DIRECTOR OF INTERNSHIPS DOES NOT GUARANTEE THAT YOUR APPLICATION WILL BE APPROVED!

Most interviews with potential on-site supervisors are conducted like job interviews. You will need to take with you:

1. A copy of the internship application form to be signed by the on-site supervisor should you be accepted.
2. A copy of your resume and air check or portfolio if required by the internship site.
3. Some on-site supervisors may wish to see a copy of your transcript of college work completed. You can print your transcript from the "Student Records" section of your secure information online at UNCCGenie.

C. REGISTRATION AND CREDIT

1. The internship application form including the signature of the on-site supervisor should be returned to the Director of Internships.
2. Upon receipt of the application and information forms the Director of Internships will provide the student with an override to sign up for the course online or provide a drop/add slip to add if after the

end of online registration.

4. Individual schedules for interns are normally a matter for the on-site supervisor and the intern to decide. **Students should clarify with their on-site supervisor whether or not they will be required to work hours during university holidays (i.e., Fall or Spring Break, Thanksgiving, Easter, etc.).**

Interns are expected to complete 40 on-site hours a semester for each semester hour of credit sought. (Example: Students requesting three hours of credit must work at least 120 total hours during the semester).

The breakdown of credit hours to work hours is:

Credit Hours	Work Hours
1	40
2	80
3	120
4	160
5	200
6	240

5. The University now requires students doing internships to have liability insurance. While participating in required internships or practicums for credit, students must purchase the Intern Liability Insurance Policy, which provides professional and general liability coverage. A minimal fee will be attached to the student's account upon registering for a student teaching, practicum or internship class. This fee will cover the cost of the premiums for the insurance coverage. This insurance policy has \$2 Mil per incident and \$4 Mil aggregate limits and a \$0 deductible. If the student already has liability coverage from memberships to organizations that include it or privately purchased insurance, the fee may be waived by providing documented proof of coverage to the Office of Institutional Risk Management.

D. COMPENSATION

Many students have questions about whether they will be paid for internship work in addition to earning credit hours. Although some companies offer an intern a compensating scholarship or salary, most do not. The companies participating in the internship program are not required to pay students. Additionally, **YOU MAY NOT RECEIVE INTERNSHIP CREDIT FOR A PART-TIME OR FULL-TIME JOB FOR WHICH YOU ARE BEING PAID.** You may do an internship at a site where you have a part-time or full-time job,

but the internship hours must be **IN ADDITION TO YOUR REGULAR WORK HOURS AND IN ANOTHER AREA OF SPECIALIZATION**. (For example, if you are a part-time announcer at a radio station, your internship must be in promotions or sales, etc.).

E. EVALUATION FOR COURSE GRADE

Evaluation used in determining a course grade will come from two sources: the on-site supervisor's evaluation and successful completion of a report outlining a typical week on the job site and a final report, both submitted at the end of the internship to the Director of Internships. Just prior to the end of the semester an evaluation form will be sent to your on-site supervisor for his or her input on your experience and what your strengths and weaknesses may be. If the evaluation has been submitted by the on-site supervisor prior to the last day of exams and if your typical week diary and final report have been submitted by

Reading Day, a grade will be issued by the Director of Internships based on the information provided. The on-site supervisor evaluation will be available for your inspection once it has been submitted. Since many on-site supervisors are not necessarily familiar with grading procedures, their responses will be considered by the Director of Internships, but the assignment of the final grade is the responsibility of the Director of Internships.

The supervisor evaluation contains a series of job skills for the on-site supervisor to rate based on Superior, Good, Average, and Below Average standards. The Director of Internships assesses what has been reported by the on-site supervisor in determining the grade. **JUST COMPLETING THE INTERNSHIP DOES NOT MEAN AN AUTOMATIC GRADE OF "A."** The grade is based mostly on the percentage of each of the standards. For example, mostly "superior" would result in an A, while mostly "good" with one or two "superiors" would result in a grade of B.

XI. POLICIES GOVERNING USE OF MST FACILITIES AND EQUIPMENT

The use of equipment and facilities in the Media Studies Department is governed by policies developed by the faculty. In return for the privilege of using the facilities and equipment, students must agree to abide by the following policies. Video and film equipment is extremely expensive. It is costly to repair and virtually impossible to replace. Proper handling of all equipment and proper conduct in the studio and edit labs will prolong the life of the production equipment and will result in a more effective studio operation.

Policing the equipment and facility security is everyone's responsibility. If you see someone misusing or abusing the equipment, in the studio or in the field, please contact the engineer or one of the departmental faculty immediately.

A. MST EQUIPMENT AVAILABILITY AND CHECKOUT POLICIES AND PROCEDURES

1. Only students enrolled in MST production courses who have had proper training in class may use designated equipment and facilities necessary to complete the requirements of those courses.
2. Equipment and the facilities are intended to be used for academic and Department of Media Studies use only. Equipment and the facilities for personal use are not provided.
3. Equipment must be reserved in advance by coming to the Equipment Room in person. Equipment may not be reserved by phone or e-mail. Reservations may be made during posted Equipment Room hours. All equipment is reserved on a first-come, first-served basis.
4. All equipment must be checked out by the equipment manager(s). Students must present proper identification and specify what course project the equipment will be used.
5. All equipment must be returned on time. Students will be informed of the "due back" time upon check out of equipment. Failure to return equipment by the due date will result in penalties. (See fines and penalties section.)
6. Equipment must be returned in the manner it went out. Cables coiled (tied with the provide cord), cameras turned off and batteries removed, plates on the tripod, shotgun mics turned off, all items returned to their designated compartments in camera cases and light kits.
7. Equipment checked out to an individual becomes the responsibility of and is intended for use by that person only. There are to be no in-the-field transfers of equipment from one person to another.
8. It is the responsibility of the individual inspect their equipment closely upon check-out, before leaving the building. If something is missing or broken, notify the equipment room staff immediately. Equipment will be examined upon check-in. Anything missing or broken at that point will be your responsibility. You will be billed for the replacement or repair.
9. MST equipment may be checked out for the periods listed below:
The check out periods typically run:
Monday - Wednesday,
Tuesday - Thursday,
Wednesday - Friday,
Thursday - Monday or
Friday - Monday.
10. Only equipment and facilities designated for your course may be reserved or checked out. (Any exceptions must be approved by the course instructor and the facility engineer.)
11. The studio, edit suites, animation and audio production room may be reserved by students in appropriate production courses by signing up in advance. **Reservations may not be phoned in nor left on voice mail.** No more than three consecutive hours may be

- scheduled at a time. Anyone more than 15 minutes late for a reserved time will lose their reservation.
12. Students who may need to use equipment during the summer months must be enrolled in a production class and have permission of their instructor. Availability of all equipment is subject to the summer maintenance schedule.
 13. **While the use of equipment room inventory is encouraged of every student in support of learning new technology and advancing their skills it is heavily advised and sometimes required that every student invest in the following for a successful future:**
 - a. Pair of on/or over the ear headphones (no ear buds).
 - b. At least one 32gb class 10 USH-3 V60 SD card is recommended for 4k video. Consult your instructor for suggestions.
 - c. Minimum 1TB portable hard drive 7200rpm. Suggest having a second backup for your work in addition to a “working” drive for your projects.
 - d. Pair of heat resistant gloves. No plastics or rubber grips.

B. POLICIES GOVERNING USE AND TREATMENT OF MST EQUIPMENT IN THE CARMICHAEL BUILDING

1. Safety is extremely important. Production situations are frequently dangerous. Students are responsible for exercising caution and reasonable care to ensure their own safety when working in the building or around equipment. Use common sense when working around hot lights and electricity.
2. Students assume total responsibility for any damage done to equipment in their possession. **Students agree to reimburse the program for the cost of any equipment repair or replacement other than that caused by normal wear and tear. This includes accidental damage and theft.**
3. No technical adjustments of any kind (including re-plugging or changing of set switches) should be made on any equipment. Malfunctions must be reported to the engineer.
4. Changes to the facility configuration or the addition of outside equipment must be approved in advance of the course instructor and the facility engineer. All changes must be supervised by the engineer
5. Camera Rules: (These rules apply to studio and field cameras.)
 - a. Do not point or allow a camera to point at a light or the sun.
 - b. Do not open or make any adjustments to cameras.
 - c. Do not twist, bend, or stand on the studio camera cables.
 - d. Do not take your hand off or walk away from a camera unless the pan/tilt head and legs are securely locked in place.
 - e. Always wear your headset when operating a studio camera.
 - f. Never leave a camera or other equipment unattended
 - g. No shooting outside in rain or other inclement weather.
 - h. Cameras are to be parked, heads locked, lenses capped, and cables properly coiled when not in use.

- i. Never leave the camera or equipment in your car over night.
- 6. Microphones:
 - a. Handle with care.
 - b. Do not drop mics or the connectors.
 - c. Do not pull or stand on mic cables.
 - d. Turn off all powered microphones when not in use.
(Such as shotgun microphones)
 - e. Microphone cables are to be properly coiled when returned.
 - f. Do not leave "AA" batteries in microphones when finished.
- 7. Edit Lab:
 - a. No files may be saved to the MAC (system) hard drive. All files must be directed to your external drive.
 - b. No files may be written saved to the desktop.
NOTE: Any files found on the system hard drive or desktop will be deleted.
 - c. The keyboards, or mouse may not be disconnected and moved without permission of the engineer.
 - d. Always drag your external drive icon to the trash **BEFORE** unplugging the drive from the computer. Failure to do so may damage your drive.
 - e. The use of personal drives to save your files is required.
 - f. Always **log out** of the MST Labserver when done uploading or downloads files. (Drag the Server Drive to the trash)
- 8. Lighting equipment becomes very hot when in use. Always use gloves when adjusting or setting lights.
- 9. Do not turn off the equipment in the television control room or the audio production booth. Equipment will be turned on and off by the engineer. Always shut down the TV-Control server when through.
- 10. When you are done editing in the edit lab or suites, shut down the computer.

C. CARMICHAEL BUILDING RULES

- 1. Building hours.
 - a. The entry doors of Carmichael Building and Computer Lab automatically:
Unlock 8:00AM Monday through Friday
Lock at 8:00 PM Monday through Thursday and 5:00PM Friday.
 - b. Building hours may be extended to a 24 hour period if you are enrolled in a class that requires you to edit outside of class time.
 - c. After hours entry to the building may be granted once your ID card has been registered by your MST class with the ID center. You will then have the ability to tap or swipe your card to enter the building and the edit lab. When the doors are locked do not allow people into the building. (Note: a record will be made of the time of your entry into the building after hours)

2. No smoking is allowed in the building or within 25 feet of the building entrances. Food and drinks may only be brought into designated areas [The food and drink privilege may be revoked at the discretion of the staff/faculty.]
3. No firearms or weapons are permitted in the building for any reason.
4. Building furniture used as props must be returned to its proper location.
5. Props brought into the building must be removed within 48 hours after production.
6. All tape marking on the studio floor must be removed immediately after production.

D. FINES AND PENALTIES

1. Equipment Late Fee.
 - a. First Offense - If equipment is not returned on time, a **\$10 per item, per day** non-refundable fee will be charged. Fines will be assigned after 11:30AM the day the equipment is due. **If your equipment is late you will be fined.** You may not check out equipment again until your balance is settled.
 - b. Second Offense - If equipment is not returned a second time by the same person, that person may be denied the use of the MST facilities or equipment for the remainder of the semester.
2. Violations of any policies and procedures in Sections A, B, or C above.
 - a. First Offense - \$25.00 fine.
 - b. Second Offense - Dismissal from the course with WF.
 - c. Repeated Offense - Dismissal from the program.
3. Fines must be paid promptly by cash, check or money order only made out to "Media Studies Fund." All fines are paid to the Departmental Secretary, room 209 Brown Building.
4. Failure to pay fines or assessments for damage and to return equipment.
 - a. Students may be denied the use of facilities or equipment during any period in which they have an outstanding fine or assessment. If fine or assessments are not paid by the end of the semester in which they are incurred, the student may receive a grade of "F" in the course for which equipment was used.
 - b. **Failure to return equipment is a serious matter and procedures to recover it will be turned over to the University Police!** In addition, notification will be sent to the Registrar's Office to withhold transcripts and diplomas until the matter is resolved
 - c. Any attempt to manipulate or circumvent the spirit or intent of these policies and procedures may result in immediate dismissal from the Media Studies program and may be considered a violation of the UNCG Academic Honor Policy

leading to proceedings with the Honor Code Hearing Committee.

XII. Resources for Filming and Creating Media on the UNCG Campus

The Department of Media Studies is an academic department within the UNC system; It is not empowered to regulate the use, creation, or consumption of media on campus or by members of the UNCG community. Additionally, the Department does not provide legal advice or Consent forms.

If you have questions about filming, recording, and conducting similar activities on campus, please contact the relevant facilities or location supervisor and review the UNCG Request for Use of University Buildings or University Property Policy, https://policy.uncg.edu/university-policies/facility_use/. Other concerns and questions should be directed to, *inter alia*, University Counsel, the Office of the Provost, Public Safety, the Dean of Students' Office, and Residence Life.

Please be mindful that UNCG is an educational institution. Depending on the circumstances, it may be prudent to inform campus authorities or others potentially impacted, and implement steps to prevent the unreasonable disruption of courses or other University business, and the improper intrusion on the privacy of students, residents, employees, and others.

Helpful Resources

University Policy Manual

- **Request for Use of University Buildings or University Property** - https://policy.uncg.edu/university-policies/facility_use/

The Reporters Committee for the Freedom of the Press

- **Photographers Guide to Privacy** - www.rcfp.org/browse-legal-resources/guides

- **First Amendment Handbook for Reporters and Journalists** - www.rcfp.org/first-amendment-handbook

- **Open Government Guide** - www.rcfp.org/open-government-guide

Student Press Law Center: www.SPLC.org

- **Know Your Rights** (Broadcasting, Copyright, Libel, Privacy) -

<http://www.splc.org/page/knowledge-base>

- **Legal Help** - <http://www.splc.org/page/legalrequest>

North Carolina Film Office: www.filmnc.com

The Poynter Institute: www.pointer.org (trainings, online resources):

- Poynter Institute **Guiding Principles for Journalists**

- **Fact-checking Code of Principles** (Int'l Fact-Checking Network) –
ifcncodeofprinciples.poynter.org

[Society of Professional Journalists](http://www.spj.org) (formerly Sigma Delta Chi) **Code of Ethics** – [spj.org](http://www.spj.org)

[Radio Television Digital News Association](http://www.rtdna.org) **Code of Ethics**– [rtdna.org](http://www.rtdna.org)

Formbooks – the Library has print resources, and NOLO has an array of content-specific resources

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This revision of the "Media Studies Advisees Guide" supercedes all previous versions.