

MEDIA PRODUCTION, MANAGEMENT, AND TECHNOLOGY

Not all courses are offered every semester. Refer to the schedule of courses for each term's specific offerings.

More Info (<https://one.ufl.edu/soc/>)

Unless otherwise indicated in the course description, all courses at the University of Florida are taught in English, with the exception of specific foreign language courses.

Department Information

The Media Production, Management, and Technology program is one of the most comprehensive in the country, with complete specializations in Digital Film and Video Production, Management and Strategy, and Media and Society.

Website (<https://www.jou.ufl.edu/current-students/current-undergraduate/current-academics/telecommunication-main-2/>)

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Map (<http://campusmap.ufl.edu/#/index/0030>)

Curriculum

- Combination Degrees
- Media Production, Management, and Technology
- Media Production, Management, and Technology | Media and Society UF Online

Students who have not been admitted to the College of Journalism and Communications must have a 3.0 overall grade point average to enroll in any course other than RTV 2100, RTV 3405, RTV 3601, and RTV 4420.

Entry into the broadcast news sequence is limited to students in the Department of Telecommunication who have taken a competitive entrance exam. Contact the department office for the examination date.

Courses

JOU 3002 Understanding Audiences 3 Credits

Grading Scheme: Letter Grade

Overview of the nature of media audiences and their behaviors, as well as industry measurement practices and applications.

Prerequisite: junior standing or higher.

MMC 1009 Introduction to Media and Communications 1 Credit

Grading Scheme: Letter Grade

Introduces the tools, resources and academic and extra-curricular activities offered by the College of Journalism and Communications. Includes lessons on the history and organization of the college and academic and career preparation.

Prerequisite: 1JM or exploratory major, 2JM, or 3JM classification, or instructor approval.

MMC 2121 Writing Fundamentals for Communicators 3 Credits

Grading Scheme: Letter Grade

One-third of the course is to ensure students have sufficient skill in grammar and punctuation to write with clarity. In two-thirds of the course, students put principles of good writing into practice with short writing assignments that have real-world applications.

MMC 2740 Introduction to Media and Sports 1 Credit

Grading Scheme: Letter Grade

Introduces sports professions relative to opportunities, responsibilities and current issues involving sports media professionals. Topics include distinctions among careers in sports media, including sports journalism and communications, values, ethics and issues related to race, gender and sexual orientation, and emerging media.

MMC 3030 Personal Branding for Communicators 1 Credit

Grading Scheme: Letter Grade

Professional development course that stresses how to communicate and connect as professionals. Emphasizes mastery of writing, speaking, presentation and employment-seeking skills, working with media, handling media interviews and using social media to establish a professional identity.

Prerequisite: Journalism and Communications major of junior standing or higher.

MMC 3203 Ethics and Problems in Mass Communications 3 Credits

Grading Scheme: Letter Grade

A cross-disciplinary introduction to ethics-relevant situations faced by media professionals. Topics include professional standards of conduct, audience representation and engagement and issues associated with the production, presentation and delivery of messages that reflect the best interests of audiences, clients and stakeholders.

Prerequisite: Journalism and Communications major of sophomore standing or higher and (ADV 3008 or MMC 1009 or MMC 2604 or PUR 3000 or RTV 3001 with minimum grade of C).

MMC 3210 Sports Media Law and Ethics 3 Credits

Grading Scheme: Letter Grade

Instruction and analysis of laws, cases and legal and ethical issues related to sports and media. Gain a working knowledge of legal and ethical issues and recent court decisions, and develop critical analytical perspectives on actual examples of recent sports media legal and ethical problems.

Prerequisite: junior standing or higher.

MMC 3254 Media Entrepreneurship 1 Credit

Grading Scheme: Letter Grade

Introduces media entrepreneurship with a focus on how digital technologies are transforming industries. Work in teams to develop new digital media businesses. Develop and pitch ideas, explore market analysis, develop business and financial plans, and study social media strategies.

Prerequisite: sophomore standing or higher.

MMC 3260 Communications on the Internet 3 Credits

Grading Scheme: Letter Grade

History, development, and current state of online communications from teletext to the World Wide Web. Focuses on how online services relate to mass media in the past, present, and future. Analyzes content methods, audiences, and income sources. Create online projects related to mass communication.

Prerequisite: Journalism and Communications major of junior standing or higher or instructor permission.

MMC 3420 Consumer and Audience Analytics 3 Credits

Grading Scheme: Letter Grade

Provides practical analytical skill-sets, benefiting those who plan careers in analytics/research, social media, media business, advertising/marketing, and public relations.

Prerequisite: Junior standing or higher.

MMC 3614 Media and Politics 3 Credits

Grading Scheme: Letter Grade

Provides an understanding of the role of the media in the political system. Topics include televised debates, political advertising, political journalism, internet, and alternative media.

Prerequisite: Junior standing or higher.

MMC 3630 Social Media and Society 3 Credits

Grading Scheme: Letter Grade

Explores the structure and consequences of the growing presence of social media networks. Addresses such areas as privacy, democracy, health care, commerce, entertainment, and journalism.

Prerequisite: junior standing or higher.

MMC 4302 World Communication Systems 3 Credits

Grading Scheme: Letter Grade

Theoretical bases of world mass media systems, international channels of communications, analysis of press and broadcasting systems by regional and national categories.

Prerequisite: Junior standing or higher.

RTV 2100 Writing for Electronic Media 3 Credits

Grading Scheme: Letter Grade

A preprofessional course designed to provide fundamental instruction and practice in writing for the electronic media.

Prerequisite: 6 credits of English composition & sophomore standing or above.

RTV 3001 Introduction to Media Industries and Professions 3 Credits

Grading Scheme: Letter Grade

Introduces the cultural, social, legal, business, and career aspects of the electronic media.

Prerequisite: Sophomore standing or higher.

RTV 3101 Advanced Writing for Electronic Media 3 Credits

Grading Scheme: Letter Grade

Study and practice of electronic media writing, including commercials, corporate communication, documentaries, drama, and adaptations. (WR)

Prerequisite: (RTV 2100 or MMC 2100) and RTV 3001 with minimum grades of C and Telecommunication major of sophomore standing or higher.

Attributes: Satisfies 6000 Words of Writing Requirement

RTV 3108 Screen Writing and Film Producing 3 Credits**Grading Scheme:** Letter Grade

Learn essential mechanics of screenwriting and the transformation of written script to motion picture to prepare for careers in the film, streaming, television, marketing, and branding industries.

Prerequisite: RTV 3320 with a minimum grade of C.**Corequisite:** RTV 4929C.**RTV 3311 Film Editing and Sound Design 3 Credits****Grading Scheme:** Letter Grade

Introduces the terminology, applications, and rules of three prominent post-production stages: editing, sound, and color. Learn to apply aesthetic choices, technological workflow, and practical in-app techniques and tools for both picture and sound editing in relation to narrative and documentary filmmaking. Includes hands-on editing projects, sound capture to sound mix, and color correction/grading.

Prerequisite: RTV 3320.**Corequisite:** RTV 4929C.**RTV 3320 Electronic Field Production 3 Credits****Grading Scheme:** Letter Grade

Advanced electronic field production and editing theory and practice.

Prerequisite: RTV 3101 and RTV 3511 with minimum grades of C.**RTV 3330 Documentary Prep 3 Credits****Grading Scheme:** Letter Grade

Hone skills essential to the production of non-fiction narratives, specifically documentary films. Emphasizes planning and structuring documentary productions as well as adding to the production and post-production technical skills practiced in earlier coursework. Experience hands-on instruction in advanced camera work, lighting, and audio. In addition, there is an emphasis on effective communication through visual storytelling.

Prerequisite: RTV 3320 with a minimum grade of C.**Corequisite:** RTV 4929C.**RTV 3404 Islam, Media, and Popular Culture 3 Credits****Grading Scheme:** Letter Grade

Examines the portrayal of Islam and how Muslims are portrayed in media, including print journalism, photo journalism, television journalism and in pop culture through television shows and films. Students will analyze how Muslims are portrayed through data, research and examples, and create projects in each of these mediums with Muslim subjects.

Prerequisite: Junior standing or higher.**RTV 3405 Media and Society 3 Credits****Grading Scheme:** Letter Grade

Examines the structure and effects of television in such areas as politics, gender, race, and violence, and discusses criteria for evaluating television content.

Prerequisite: Junior standing or higher.**Attributes:** General Education - Social Science**RTV 3411 Race, Gender, Class and the Media 3 Credits****Grading Scheme:** Letter Grade

Analyzes issues confronting the communications industries, professionals and media audiences in relation to the context of global and national diversity.

Prerequisite: Junior standing or higher.**RTV 3432 Ethics and Problems in Media 3 Credits****Grading Scheme:** Letter Grade

Investigation and discussion of social problems, ethics, and responsibilities in telecommunication.

Prerequisite: RTV 2100 and RTV 3001 and RTV 3405 and junior standing or higher.**RTV 3502C Fundamentals of Sports Production 3 Credits****Grading Scheme:** Letter Grade

Prepares for Sports Broadcasting Production by developing professional skills specific to sports media. Through active participation and hands-on experiences, sharpen storytelling skills and develop shooting and editing abilities. Covers multiple sports, providing opportunities to create diversified content for professional portfolios.

Prerequisite: (VIC 3001 or JOU 3220C) and (MMC 2121 or JOU 3101 or RTV 2100).**RTV 3511 Fundamentals of Production 3 Credits****Grading Scheme:** Letter Grade

Basic principles and operations of radio and television equipment for utilization in industry and commercial and educational radio television stations. Requires purchasing special computer equipment.

Prerequisite: (RTV 2100 or MMC 2100 or JOU 3109C) and RTV 3001 with minimum grades of C.

RTV 3516 Electronic Field Production II 3 Credits

Grading Scheme: Letter Grade

Gives career-path communication students advanced instruction in the use of digital audio and video production tools as well as the fundamentals of effective visual storytelling.

Prerequisite: RTV 3320 with a grade of C or better;

Corequisite: RTV 4929C.

RTV 3577 Visual Effects and Compositing 3 Credits

Grading Scheme: Letter Grade

Learn secondary post-production technique and theory in motion graphics and visual effects to prepare for careers in the film, streaming, television, marketing, and branding industries.

Prerequisite: RTV 3320.

Corequisite: RTV 4929C.

RTV 3581 Cinematography 3 Credits

Grading Scheme: Letter Grade

Learn cinematic image control via the visual process of camera, lenses, light, and shadow to gain control of digital motion picture images. Additionally, learn interdisciplinary team-filmmaking, set etiquette, and set safety to prepare for careers in the film, streaming, television, marketing, and branding industries.

Prerequisite: RTV 3320.

Corequisite: RTV 4929C.

RTV 3593 Multimedia Sports Reporting 3 Credits

Grading Scheme: Letter Grade

Instruction and training in sports information gathering and writing, interviewing and reporting. Special emphasis on enhancing sports writing skills, basic sports production for radio, generation of sports journalism for radio and the internet, and ethics and values of quality sports reporting.

Prerequisite: RTV 2100 or MMC 2100 or JOU 3109C with minimum grade of C.

RTV 3945 Electronic Media Practicum 1-3 Credits

Grading Scheme: S/U

Provides an immersive experience in one or more areas of electronic media operations, such as program production, journalism, audience research, sales, or promotions.

Prerequisite: instructor permission.

RTV 4420 New Media Systems 3 Credits

Grading Scheme: Letter Grade

New electronic media systems of mass communication in cable television and satellite communication.

Prerequisite: (RTV 2100 or MMC 2100) and RTV 3001 with minimum grade of C and junior standing or higher or instructor permission.

RTV 4500 Content Acquisition, Distribution, and Strategy 3 Credits

Grading Scheme: Letter Grade

Audience, economic, and placement considerations in scheduling programs for broadcast radio, television and cable television, and other electronic media of mass communication. Must be completed before enrolling in RTV 4800.

Prerequisite: (RTV 2100 or MMC 2100) and RTV 3001 with minimum grades of C.

RTV 4506 Media Research 3 Credits

Grading Scheme: Letter Grade

Techniques in telecommunication research. Strategies of analysis of audience attitudes and characteristics, and ascertainment of community needs. Emphasis on survey research, sampling techniques and interpretation of market and ratings data.

Prerequisite: RTV 4500 with minimum grade of C.

RTV 4590 Digital Games in Communications 3 Credits

Grading Scheme: Letter Grade

Focuses on the application of digital games in the communication fields including journalism (news games), entertainment (transmedia storytelling/alternate reality game), advertising (advergaming), and other fields such as education, health, and politics.

Prerequisite: Junior standing or higher.

RTV 4591 Applications of Mobile Technology 3 Credits

Grading Scheme: Letter Grade

Review of developments of mobile devices and use these tools in the creation and distribution of content. Instruction in developing apps.

Prerequisite: Junior standing or higher.

RTV 4700 Media Law and Policy 3 Credits

Grading Scheme: Letter Grade

Legal structure and regulation of telecommunications industries, First Amendment and regulatory constructs of broadcast, cable satellite, and the Internet, and defamation libel and copyright law.

Prerequisite: (RTV 2100 or MMC 2100) and RTV 3001 with minimum grade of C.

RTV 4800 Media Management and Strategy 3 Credits

Grading Scheme: Letter Grade

Organization and administration of the local telecommunication outlet, including personnel supervision, financial control, regulatory requirements, and social responsibilities.

Prerequisite: RTV 4500 and (RTV 4506 or MMC 3420).

RTV 4905 Individual Projects in Media 1-3 Credits

Grading Scheme: Letter Grade

The student and the instructor choose a problem or project that will provide experience in telecommunication.

Prerequisite: 10 credits minimum of junior/senior-level telecommunication courses, and instructor and department permission.

RTV 4910 Media Undergraduate Research 0-3 Credits

Grading Scheme: S/U

Provides an opportunity for firsthand, supervised research. "Research" is defined as mentored, but self-directed, work that enables individuals or a small group to explore an issue of interest to them and to communicate the results to others.

Prerequisite: (RTV 2100 or MMC 2100 or JOU 3109C) and RTV 3001 with minimum grades of C or instructor permission.

RTV 4929C Senior Advanced Production Workshop 4 Credits

Grading Scheme: Letter Grade

Emphasizes producing sophisticated video productions in various formats, including drama, sports, documentaries, and corporate communication. Topics include concept development and scriptwriting, directing, advanced camera and lighting techniques, post-production, and special effects/graphics.

Prerequisite: RTV 3101 and RTV 3511 and RTV 3320 with minimum grades of C and instructor permission.

Corequisite: RTV 3516.

RTV 4930 Special Study in Media Production, Management, and Technology 1-3 Credits

Grading Scheme: Letter Grade

Variable content, providing opportunity for study in areas of broadcasting such as television staging and lighting, film criticism, communication theory and other fields.

Prerequisite: Junior standing or higher.

RTV 4940 Media Internship 1-4 Credits

Grading Scheme: S/U

Student and instructor will select an appropriate work area related to the field of broadcasting for on-the-job training. Student will work a minimum of 100 hours on the job for every credit to be received. Progress reports and summary required.

Prerequisite: appropriate professional courses, a 2.5 GPA and department permission.

RTV 4959C Sports Capstone 3 Credits

Grading Scheme: Letter Grade

Integrates material from previous courses and requires each student to prepare a final project as well as a comprehensive e-portfolio to assist the student in a job search. Prepares students to perform satisfactorily in entry-level sports communication and media positions.

Prerequisite: PUR 3463 and JOU 4313C with minimum grades of C.

VIC 3001 Sight, Sound and Motion 3 Credits

Grading Scheme: Letter Grade

Visual literacy is a prerequisite for success in most areas of mass communication. Teaches fundamentals of design across print, web, and multimedia platforms. Also emphasizes how visual forms convey messages to readers.

Prerequisite: Sophomore standing or higher
