

# Emergent Media and Communication (EMAC)

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## **EMAC 2200. Fundamentals of Emerging Communication. 3 Hours.**

Teaches literacy in digital communication. This course focuses on the practices and processes of communicating through digital content. The course will also serve as an orientation to tool sets required for the EMAC program and the emergent media field, and will provide a foundation for more advanced EMAC courses.

## **EMAC 2400. Writing for Emerging Media. 3 Hours.**

Introduction to different styles of writing for emerging media forms. This course will focus on the foundational components of crafting an effective story and the factors that influence content and delivery. Potential topics include principles of content creation, narrative reporting, web and feature story writing.

## **EMAC 2600. International Communication. 3 Hours.**

The study of significant cultural differences that inform successful, ethical interaction in a global community. This course will examine communication contexts ranging from interpersonal contexts to the use of emerging media.

## **EMAC 2800. Research in the Digital Age I. 3 Hours.**

Overview of the basic foundations and principles of communication research. This course will address quantitative and qualitative communication research methods, as well as audience and message analysis in the digital age. Potential topics include concepts, methods, and tools used in communication research design, data collection, interpretation, and reporting.

## **EMAC 3000. Mass Communication History and Theory. 3 Hours.**

Prerequisites: Sophomore standing. Study of the history of media from the printing press through emerging media forms. This course will address foundational mass communication theories and the impact of mediated communication.

## **EMAC 3020. Managing Communication Processes. 3 Hours.**

Prerequisite: Sophomore standing. Introduction to the communication practices and processes of emerging media in organizations. This course will focus on face-to-face and virtual project design and management, design processes, and meeting management. Potential topics include the design and management of workflows, and management of communication events.

## **EMAC 3040. Critical Approaches to Emerging Media. 3 Hours.**

Prerequisite: Junior Standing. Examination of media products as it relates to issues of power and culture. This course investigates contemporary media through critical methodologies. Potential topics include media representation and commodification of audiences, as well as audience consumption and feedback through emergent media forms.

## **EMAC 3060. Research in the Digital Age II. 3 Hours.**

Prerequisite: EMAC 2800. Examination of advanced research tools and application. This course focuses on the design and deployment of research instruments to investigate and develop communication strategies for real-world applications. Potential topics include data analysis and the communication landscape, as well as the impact of data-driven decisions on communication strategies.

## **EMAC 3080. Visual Communication. 3 Hours.**

Prerequisite: Sophomore standing. Fundamentals of visual communication. This course explores a variety of media, tools, and techniques in the planning and realization of targeted visual messages for intended audiences. Potential topics include visual language, methodology, cultural context of visual communication, and the principles and practices of creating visual solutions to complex communication problems.

## **EMAC 4000. Emerging Media Ethics and Law. 3 Hours.**

Prerequisite: Junior standing. Introduction to the ethical and legal issues posed by emergent media. This course will address ethical and legal considerations for the Internet, social media, blogs, chat rooms, e-commerce, and other electronic forms of communication as they relate to the media industries.

## **EMAC 4100. Digital Media I: Dynamic Design. 3 Hours.**

Prerequisites: EMAC 3000 and 3080. Principles of content creation and traditional media production techniques. This course will build on previously learned communication theories and methods, and will address digital storytelling across various media channels.

## **EMAC 4200. Digital Media II: Convergent Design. 3 Hours.**

Prerequisite: EMAC 4100. Static and dynamic design of messages for multiple media channels. This course explores the production and distribution of messages across multiple media channels, to create a media mix. Students will build upon digital storytelling methods to deliver messages for target audiences in each media channel.

## **EMAC 4220. Advocacy, Civic Engagement, and Emerging Media. 3 Hours.**

Prerequisite: Junior standing. An introduction to online advocacy and participatory democracy. This course will address community building, political power, and information gathering and dissemination. Potential topics include advocacy and democracy as practiced through the Internet, social media, blogs, chat rooms, and other new electronic forms of communication and discourse.

## **EMAC 4240. Research Analytics and Performance. 3 Hours.**

Prerequisite: EMAC 3060. Application of research methods, principles, and tools related to emergent media. This course explores various techniques for presenting data in a professional setting and for the general public. Using data analytics, this course requires students to propose research designs to collect data about the communication landscape.

**EMAC 4300. Digital Media III: Emergent Design. 3 Hours.**

Prerequisites: EMAC 3020 and EMAC 4200. Application of emergent media technologies for message construction. This course explores digital media, tools, and techniques for integrated multi-channel campaigns. Topics include augmented reality, cloud-based technologies, mobile technologies, gamification, audience analysis, and aesthetics. Students will complete a digital project for their portfolio.

**EMAC 4320. Business Practices Emergent Media. 3 Hours.**

Prerequisite: Sophomore standing. Examination of economic practices specific to emerging media. This course explores the economic structure of traditional media systems, as well as the changing economic structures that drive emergent media and its success. Potential topics include audience measurement and delivery, ownership, cross-media platforms, and fiscal stability.

**EMAC 4340. Emerging Media for Professionals. 3 Hours.**

Prerequisite: Senior standing. Exploration of professional communication practices for emerging media. This course explores communication within and between emerging media professionals, and the various publics and audiences with whom they interact.

**EMAC 4952. EMAC Seminar. 3 Hours.**

A capstone seminar course in which students will compile a final portfolio of work completed during progress through this major, for evaluation by classmates and the instructor. Students will also be given additional assignments in preparation for work in the professional setting.