

NU-Q Summer 2021 Course Descriptions

Communication Courses

MIT 298-0 Undergraduate Seminar: Understanding Media Industries

This course provides an understanding of media industries as structures of production, distribution, aggregation, and exhibition. Though writers, directors, and producers are key players in the development of media content, this course focuses on the business of media. Rather than providing a history of various media, we map the field of media industries as a discipline. We then examine terminologies, frameworks and methods that explain current dynamics and processes. The rest of the course will be dedicated to evaluating how media and technological developments change based on factors like ownership, regulation, marketing and branding. This hybrid course offers insights for students who desire to create media, introducing various contexts to help them define their place as an artist who must also be a businessperson.

Instructor(s): Joe Khalil

Prerequisites: None

- Open to MIT majors only, sophomores and above

MIT 360-0 Topics in Media Writing: Heroes & Villains

Character is the heart of any film, no matter the genre or style, and the world, plot, and stakes of the film exist to reveal and to deepen our understanding of that character. Elements of story are only meaningful when filtered through a character's perspective and when the audience can see something of themselves in the characters, allowing us not just to empathize with their quest but to see our own hopes, desires, and flaws reflected in the story. In this class, we will look at how character affects all other aspects of story, including plot, theme, and structure. We will look at different heroes and villains from various genres of film - drama, comedy, horror, sci-fi, action, etc. Students will discover characterization tools and techniques that they can apply to their work in order to create compelling, interesting multi-dimensional characters.

Instructor(s): Dana Atrach

Prerequisites: MIT 260-0 or MIT 298-0 Introduction to Playwriting

- Open to MIT majors only, sophomores and above

Journalism Courses

Jour 390-0 Special Topics: Photojournalism and Documentary

This course is designed to practically introduce students to the practice of documentary photography and photojournalism, and in the process, offer them a broader palette of options when it comes to telling their story. On successful completion of this course, students will be able to produce meaningful photographic messages, and explain the role of photographs in the outputs of both print and online media outlets. Students will need to learn how to use a Digital Single-Lens Reflex kit together with Adobe Lightroom to complete the course successfully. The course looks at a wide range of perspectives on the practical, theoretical and philosophical aspects of photography in general and documentary photography and photojournalism in particular.

Instructor(s): Eddy Borges-Rey

Prerequisites: None

- Open to sophomores and above

STRATCOM 306-0 Media Planning

How do professional communicators decide what media to use in a strategic communication campaign, in order to maximize its impact? How should the budget be split among various types of digital and legacy media? How long should the campaign run? How many consumers should the campaign reach, and how frequently? What are reasonable objectives from a media planning perspective? How do you track the impact of a campaign? This course provides an introduction to the basic strategy and techniques of media planning in the context of traditional and digital strategic communication campaigns. We will analyze the advantages and disadvantages of various media in terms of their potential contribution to specific campaign goals; discuss criteria employed by professionals in selecting media types and vehicles; and learn to use professional software to make a range of media planning decisions. The topics covered include media effectiveness, audience research and measurement, secondary sources of research used in media planning, as well as the design, construction, implementation and evaluation of effective media plans.

Instructor(s): George Anghelcev

Prerequisites: STRATCOM 303-0

- Open to sophomores and above
- Satisfies Strategic Communication Certificate

Liberal Arts Courses

INTERDIS 202-0 Interdisciplinary Topics: Chess and Strategic Thinking

This course will allow students to develop strategic and critical thinking through game theory and chess. In so doing, the course explores theoretical and critical aspects associated with chess as a game both in relation to the board itself as well as in reference to real life scenarios. The course provides theory and practical tools/techniques to improve strategic and critical thinking skills and will do so by means of lectures and workshops. Students undertaking this course will be exposed to content around strategic and critical thinking, game theory, positivist philosophy and complexity theory. They will do so while they learn how to play chess. The course also explores pathways as to how to use the acquired knowledge in daily life while being able to assess the information in their environment in terms of advancing agendas and achieving life goals.

Instructor(s): Jairo Lugo-Ocando & Victor Bologan

Prerequisites: None

- Open to sophomores and above