

# MEDIA STUDIES, B.A., 120 TOTAL CREDITS

## MEDIA ANALYSIS CONCENTRATION

Department of Communication ♦ CURRICULUM SHEET

Effective Fall 2022

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**MEDIA ANALYSIS:** This concentration is designed for students who wish to focus primarily upon the critical, aesthetic and theoretical foundations of media and its institutions. Students learn theoretical and critical approaches to media content, systems, and institutions that cultivate skills in critical thinking, analysis, and writing.

### **B.A., MEDIA STUDIES CURRICULUM:**

38 Credits total, with 16 credits in core courses, 11 additional credits within a specified emphasis area, and at least 11 other credits of directed electives.

### **CORE COURSES (all are 3 credits except for the 4-credit COMM 336 course):**

- COMM 227 (Introduction to TV Production) or  COMM 228 (Intro to Digital Film Production)
- COMM 230 (Introduction to Mass Media)
- COMM 231 (Communication Technologies)
- COMM 255 (Visual Communication) or  COMM 220 (Introduction to History of Film)
- COMM 336 (Media Literacy)

### **REQUIRED EMPHASIS COURSES:**

Students must take at least 3 courses from the list below; all are 4 credits unless noted.

**Students should complete COMM 336 prior to taking any of these additional courses.**

- COMM 301 (Critical Thinking)
- COMM 315 (Political Communication)
- COMM 319 (Filmic Narrative)
- COMM 338 (Analysis of News)
- COMM 355 (Converging Media)
- COMM 380 (Women & Film)
- COMM 382 (American Cinema)
- COMM 410 (Public Opinion)
- COMM 431 (Mass Media & Society)
- COMM 432 (Media in Film)
- COMM 435 (Images of Gender in the Media)
- COMM 445 (Advertising & Society)
- COMM 455 (Global Visual Communication)
- COMM 465 (Sport & Media: Images & Representations)
- COMM 485 (Topics in Media & Culture)
- COMM 490 (Internship) (3-6 credits)
- COMM 493 (Seminar in Communication) (4-8 credits)
- COMM 496 (Field Studies in Communication) (3 credits)

### **DIRECTED ELECTIVES:**

Additional credits such that a student has at least 11 credits in 400-level classes and at least 18 credits in 300- and 400-level classes. Two courses from other departments and programs (e.g. Journalism, Cinema Studies) can count as directed electives toward the major upon adviser approval.

**GENERAL EDUCATION 44-46 cr. \***

Study Area I - Arts and Humanities (9 cr.)

- Eng. Lit. \_\_\_\_\_ (3)  \_\_\_\_\_ (3)  
 \_\_\_\_\_ (3)

Study Area II - Social Sciences (9 cr.)

- History (3)  \_\_\_\_\_ (3)  
 \_\_\_\_\_ (3)

Study Area III - Behavioral Sciences (6 cr.)

- Comm. 230** \*(3)  \_\_\_\_\_ (3)

Study Area IV - Natural Sciences (6-7 cr.)

- Lab Credit (1)  \_\_\_\_\_ (3)  
  
 \_\_\_\_\_ (3)

Skill Area I – Communication Skills (6 cr.)

- Eng. 105 or 110 (3)  **Comm. 140** (3)

Skill Area II – Mathematics (6 cr.)

- Math or Stat. (3)  \_\_\_\_\_ (3)

Skill Area III - Foreign Language Proficiency

- 3 sequential years of one foreign language at the high school level  
  
 passed the foreign language exam  
  
 completed 112, 114 or higher foreign language course  
  
 demonstration of native proficiency in a language other than English

Skill Area IV – University Requirement (2-3 cr.)

- \_\_\_\_\_ (2 or 3 cr.)

\* Some communication courses can count toward your major as well as in the General Education areas.

\*+ Only two courses from outside the Communication Department may count toward the Media Studies major. But if these courses are used for the minor, they will not count for the major.

**MINOR IS REQUIRED. (18-21 credit hours)  
SEE YOUR ADVISER.**

Minor: \_\_\_\_\_

- \_\_\_\_\_ (3)  \_\_\_\_\_ (3)  
 \_\_\_\_\_ (3)  \_\_\_\_\_ (3)  
 \_\_\_\_\_ (3)  \_\_\_\_\_ (3)  
 \_\_\_\_\_ (3)

**GENERAL ELECTIVES (to meet 120 total credits)**

- \_\_\_\_\_ (3)  \_\_\_\_\_ (3)  
  
 \_\_\_\_\_ (3)  \_\_\_\_\_ (3)  
 \_\_\_\_\_ (3)  \_\_\_\_\_ (3)

COMM 115 & COMM 140 do not count toward the major.