

**MEDIA STUDIES, B.A., 120 TOTAL CREDITS**  
**MULTIMEDIA PRODUCTION AND NEW TECHNOLOGIES CONCENTRATION**  
Department of Communication ♦ CURRICULUM SHEET  
Effective Fall 2022

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**MULTIMEDIA PRODUCTION & NEW TECHNOLOGIES:** While existing media traditions have conditioned us to train students into specialized areas (e.g., radio, film and television), the demands of the new technologies, audiences and industries, require us to train the total student: One who can communicate across multi-media platforms. This concentration aims to train students to reach, first of all, a theoretical understanding of how digital technologies have impacted all the communication contexts (interpersonal, professional, mass communication). Furthermore, students acquire the practical skills to apply those technologies in desktop publishing, digital photography, web publishing, and multimedia production. This concentration transforms the student into a total communicator who can reach audiences across media platforms.

**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 329 (Screenwriting)
- COMM 332 (Web Publishing)
- COMM 345 (Writing for the Electronic Media)
- COMM 355 (Converging Media)
- COMM 420 (Digital Photography for Convergent Media)
- COMM 432 (Media in Film)
- COMM 436 (Streaming Media in Web Publishing)
- 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.