

**MEDIA STUDIES, B.A., 120 TOTAL CREDITS**  
**MEDIA ANALYSIS EMPHASIS**  
**Department of Communication • CURRICULUM SHEET**  
**Effective Fall 2015**

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**MEDIA ANALYSIS:** This emphasis area 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 15 credits in core courses, 12 additional credits within a specified emphasis area, and at least 11 other credits of directed electives.

**CORE COURSES [all are 3 credits]:**

- COMM 227 (Introduction to TV Production) [or]  COMM 228 (Intro to Digital Film Production)
- COMM 230 (Intro. 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 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 485 (Topics in Media & Culture)
- COMM 490 (Internship) [3 – 6 cr.]
- COMM 493 (Seminar in Communication)
- COMM 496 (Field Studies in Communication) [3 cr.]

**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 towards the major, upon advisor approval. **COMM 115 and COMM 140 DO NOT count towards this major.**

\_\_\_\_\_  \_\_\_\_\_  \_\_\_\_\_

**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. 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 Communication 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 ADVISOR.**

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

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

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

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

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

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

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

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

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