

# Media & Communication - B.A.

## Curriculum

Media & Communication students are curious about the production and meaning of media — news, photographs, film, music, television, video games and social networking platforms — and about how audiences respond to that content. Our Major Electives menu includes courses on specific principles and practices, while our Related Professional Studies menu emphasizes creative forms that traverse various cultural industries. Students select courses that complement their intellectual and professional interests, usually by designing focus areas in consultation with faculty advisors.

Upon completion of the program, graduates are expected to:

- Demonstrate knowledge of how the major media industries work in local-global contexts.
- Analyze, interpret and evaluate the aesthetic impressions and expressions of media texts.
- Compare and contrast theories that scholars use to explain the beliefs, attitudes, values, opinions and behaviors of media audiences.
- Assess the political-economic and social-cultural influences among media industries, texts and audiences.
- Apply production or writing skills to the creation of an original project.

The program offers a strong liberal arts education and opportunities to study abroad. Media internships serve as springboards for career opportunities in a variety of industries. Additionally, students are well-positioned to pursue graduate degrees in a variety of fields.

## Media & Communication

A four-year program leading to the bachelor of arts degree

### Major Courses

MCOM1005	Introduction to Media & Communication	3
MCOM1150	Introduction to Media Production	3
MCOM2010	Media Industries	3
MCOM2030	Media Texts	3
MCOM2050	Media Audiences	3
MCOM2550	Introduction to Multimedia Storytelling	3
MCOM3090	Critical Perspectives on New Media	3
MCOM4010	Global Media	3
MCOM4200	Media & Communication Capstone	3

### Major Electives

Choose seven of the following courses (at least two in each elective category): \* 21

Media Studies		
ART2030	Music Appreciation	
ART3020	Art History	
ART3110	World Cinemas	
LIT3180	The Graphic Novel	
Media & Society		
MCOM1200	Communicating for Social Change	
MCOM2100	Children, Youth and Media	
MCOM2150	Visual Communication	
MCOM2200	Television Studies	
MCOM2300	American Film	
MCOM2850	Media Law	
MCOM3050	Media Identities	
MCOM3100	Radio, Records and Popular Music	
MCOM3200	History of Photography	
MCOM3300	Hip-Hop Culture	
MCOM3400	Latinx Music Culture	
MCOM3700	Media Research Methods	
MCOM4050	Media & Popular Culture	
PSCI2050	Political Communications	
Media Production & Storytelling		
ENG2030	News Writing	
ENG2401	Creative Writing	
ENG3050	Travel Writing	
ENG3130	Sports Writing	
ENG3150	Fashion Writing	
ENG4602	Advanced Nonfiction Writing Workshop	
MCOM1070	Writing for Radio, Television and Film	
MCOM1210	Foundations of Digital Photography	
MCOM2400	Writing for Publication	
MCOM2450	Writing in Digital Media	

MCOM2520	Environmental Journalism	
MCOM2610	Motion Picture Editing	
MCOM2650	Sound Production	
MCOM3220	Advanced Photographic Practices	
MCOM3600	Narrative Filmmaking	
MCOM3650	Documentary Filmmaking	
MCOM4400	Cinematic Lighting Studio	

### Applied/Experiential Learning

Choose 6 credits from the following: \*\* 6

ASCI4799	College of Arts & Sciences Internship <sup>1c</sup>	
DEE3999	Directed Experiential Education <sup>D</sup>	
RSCH3830	Undergraduate Research Experience	
RSCH4020	Honors Directed Academic Experience	
Study Abroad <sup>5a</sup>		

### Related Professional Studies

CAR0010	Career Management	1
FYS1020	First-Year Seminar	1

Choose three of the following: \* 9

Food Media		
CUL3020	Foundations of Wine	
CULS2010	Introduction to Food Product Development	
ENG3030	Food Writing	
ENG3210	Food Media Presentation Skills	
ENG4530	Advanced Food Writing: The Food Memoir	
FSM2055	Beverage Appreciation	
LIT3015	Food In Film And Literature	
PSCI3300	Politics of Food, Human Security and Social Justice	
SFS1001	Introduction to Food Systems	
SOC3020	Culture and Food	

Marketing		
ADVC1010	Marketing Communications	
ADVC1021	Influencer Marketing	
ADVC2001	Content Creation and Generative AI	
ADVC2011	Media Buying and Planning	
DMMS1001	Introduction to Digital/Social/Mobile Media	
MRKT1001	Marketing Foundations	
MRKT3045	Social and Digital Media Marketing	

Design		
GDES1030	Vector-Based Design	
GDES1050	Image Editing and Design	
GDES2020	Motion Graphics I	
GDES3140	Motion Graphics II	
GDES3300	Design for Video I	
GDES3310	Design for Video II	
GDES3500	3D Modeling & Animation	

Entertainment		
SEE2120	Introduction to the Music Industry	
SEE3060	Concert, Tour and Music Festival Production Management	
SEE3150	Television and Movie Production Management	

Social Identities		
GEND1040	Introduction to Gender Studies	
HIST3020	A Multicultural History of America	
LEAD2011	Leadership and Women in History	
PSCI2200	Race, Politics and Power in America	
PSCI3200	Women in American Political Life	
SOC3100	Sociology of Race and Ethnicity	
SOC3300	Gender in Global Perspective	

### A&S Core Experience

Communications Foundation Courses		9
ENG1020	Rhetoric & Composition I	
ENG1021	Rhetoric & Composition II	
ENG1030	Communication Skills	

Integrative Learning 6  
Two ILS courses, one at the 2000 level, one at the 4000 level

Arts and Humanities		6
ART2010	Introduction to Film	
One course from HIST, HUM, LIT, PHIL, or REL		

Mathematics		6
MATH1002	A Survey of College Mathematics (or higher, based on student's placement)	

One MATH-designated course	
Science	3
One course from BIO, CHM, PHY or SCI	
Social Sciences	6
SOC1001 Sociology I	
One course from ANTH, ECON, GEND, LEAD, PSCI, PSYC, or RES	
A&S Electives	6
Two courses with an EASC attribute	
<b>Free Electives #</b>	
15 credits selected from 1000-4999 numbered offerings within the university	15
<b>Total Credits</b>	<b>122.0</b>

- \* Students are responsible for meeting prerequisites.
- \*\* In lieu of an internship, directed experiential education, research course, or study abroad, students may use the Applied/Experiential Learning credits toward a minor.

<sup>1c</sup>Typically, internships require a minimum of six credits. Students interested in a 9 or 12-credit internship can apply additional experiential learning and free elective credits, if available. Students are strongly encouraged to contact a faculty advisor before scheduling internship and free elective credits.

<sup>D</sup>Directed Experiential Education (DEE) opportunities are based on project availability with community partners and student eligibility. For more information, visit Experiential Education & Career Services (EE&CS).

<sup>Sa</sup>To be eligible to count toward Applied/ Experiential Learning, a Study Abroad offering must meet certain requirements. Contact JWU Global to discuss eligible Study Abroad options for this degree program.

# In addition to classes, free elective credits may be applied to a number of options such as internship, study abroad, Directed Experiential Education courses and courses in a specialization or minor as relevant. For students who qualify for the J2 program, up to four graduate courses may apply. Students are strongly encouraged to contact a faculty advisor before scheduling free elective credits.

Note: Students must pass MATH0010 Pre-Algebra or have equivalent placement scores to enroll in required math courses.

Note: Students must pass ENG0001 Writing Workshop or have equivalent placement scores to enroll in ILS 2000-level courses.

In collaboration with academic colleges across all JWU campuses, JWU Global Study Abroad programs offer a variety of international, domestic, and digital options for major, minor, free electives, experiential learning, and transferable courses. There are many affordable options for students during a semester, winter session, spring and/or summer breaks. Faculty-led, exchange, affiliate, and direct-enroll programs range in duration from one week to a full semester or full year. Financial aid may be applied, and some partners offer external scholarships. Premiere programs do not qualify for JWU scholarships or grants; however federal aid is available. Visit the study abroad website for information, program descriptions and online applications. Where will you go? Wherever you decide, make the best of your educational journey!

## Accelerated Program Options

### J2 Program

The JWU J2 program allows qualified students enrolled in a matriculating undergraduate program to take graduate level courses at JWU. Students interested in pursuing this option should meet with their academic advisor to discuss their interest, qualifications, and plans. The undergraduate student may take up to four graduate courses (maximum 12 credits) and are limited to 6 credits a semester and 3 credits per session (Fall Session I and Fall Session II).

The completion of graduate credits to fulfill undergraduate program requirements does not guarantee acceptance into the graduate program after completion of the baccalaureate degree. Matriculating undergraduate students who wish to formally enroll in a graduate program, must fulfill all requirements for entrance into the intended graduate program and complete a graduate program application.

**Note:** Not all graduate courses are included as part of this policy. Courses offered as part of the Masters of Arts in Teaching, Masters of Education, Masters of Science in Physician Assistant Studies and doctoral courses are excluded from this policy and are restricted to program majors only. Additional courses and/or programs as determined by individual colleges may also have restricted access.

### Eligibility Criteria:

To be eligible to enroll in graduate level courses (excludes: Masters of Arts in Teaching, Masters of Education, Masters of Science in Physician Assistant Studies, doctoral courses and other programs as outlined by the colleges).

Undergraduate students must meet the following criteria:

- Undergraduate cumulative GPA of 3.00 or higher
- Completed & registered undergraduate credits at least 90 credits
- Meet the individual course prerequisites

**Appeal to Eligibility Criteria:** College Dean or designee will receive a copy of the Petition Form, Student's GPS and email requesting appeal if the student requests to appeal the GPA or earned/registered credit criteria. College Dean / designee will review and determine approval.

These courses carry graduate credit and will replace undergraduate degree requirements when applicable, traditionally free-electives (maximum of 12 credits). The course will be applied to the undergraduate degree in the order in which they are taken (if required) and will also be applied towards both the students undergraduate and graduate GPA.

Students should maintain enrollment in at least 12 credits of undergraduate coursework to maintain full-time status; graduate course enrollment is not calculated into undergraduate full-time status. For students already attending full-time as undergraduates (12 credits or more) and paying the full-time tuition, the graduate credits will be included in full-time tuition fee. Students attending part-time (11 credits or less) will pay the cost per-credit undergraduate tuition for the graduate course.

Course registration will be based on space availability and students enrolled in graduate level courses will be required to maintain good academic standing at the undergraduate and graduate level.