

Media & Communication Studies - B.A.

Media & Communication students are curious about the production and meaning of media — news, photographs, film, music, television, video games and social networking sites — and about how audiences respond to what they read, see and hear. Our principles menu includes courses on specific media forms, while our practices menu emphasizes advertising, production, writing and management. 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 Studies

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

Major Courses

MCST1005	Introduction to Media & Communication Studies	3
MCST1150	Introduction to Media Production *	3
	or MCST2450	
	Writing in Digital Media	
MCST2010	Media Industries	3
MCST2030	Media Texts	3
MCST2050	Media Audiences	3
MCST3090	Critical Perspectives on New Media	3
MCST3700	Media Research Methods	3
MCST4010	Global Media	3
MCST4200	Senior Seminar in Media & Communication Studies	3

Major Electives - Principles

Choose five of the following: ** 15

Visual Media		
ART2010	Introduction to Film	
ART3110	World Cinemas	
LIT3180	The Graphic Novel	
MCST2200	Television Studies	
MCST2300	American Film	
MCST3200	History of Photography	
Music Media		
ART2030	Music Appreciation	
MCST3100	Radio, Records and Popular Music	
MCST4300	Special Topics in Media Studies	
Media Identities		
GEND1040	Introduction to Gender Studies	
MCST3050	Media Identities	
Media Culture		
MCST2100	Children, Youth and Media	
MCST4050	Media & Popular Culture	
MCST4100	Media Theory	
SOC1001	Sociology I	
	or SOC2005	
	Honors Seminar: Social Inequalities	
SOC2010	Sociology of Digital Environments	
Media Policy		
HIST2300	History of Globalization	
MCST2850	Media Law	

Major Electives - Practices

Choose five of the following: ** 15

Media Production		
ENG3210	Food Media Presentation Skills	
MCST1150	Introduction to Media Production	
MCST1210	Foundations of Digital Photography	

MCST2500	Digital Journalism
MCST2610	Motion Picture Editing
MCST2650	Sound Production
MCST3600	Narrative Filmmaking
MCST3650	Documentary Filmmaking
Media Writing	
ENG2401	Introduction to Creative Writing
ENG3030	Introduction to Food Writing
ENG3150	Introduction to Fashion Writing
ENG3300	Literary Editing and Publishing
MCST1070	Writing for Radio, Television and Film
MCST2400	Writing for Publication
MCST2450	Writing in Digital Media
MCST2550	Introduction to Multimedia Storytelling
Media Design	
GDES3050	Basics of Print Design
Marketing & Advertising	
ADVC1010	Marketing Communications
ADVC2001	Creative Concepts and Strategy
ADVC3003	Advertising Campaigns
ADVC3010	Digital Media Planning
ENG3016	Advanced Business Communication
MRKT1001	Marketing Foundations
MRKT3045	Social Media Marketing
Media Management	
SEE2030	The Business of the Entertainment Industry
SEE3045	New Media Literacy in Sports, Entertainment and Event Management
SEE3060	Concert, Tour and Music Festival Production Management
SEE3150	Television and Movie Production Management

Applied/Experiential Learning

Choose 6 credits from the following: *** 6

ASCI4799	College of Arts & Sciences Internship ^{LC}
DEE3999	Directed Experiential Education ^D
RSCH3830	Undergraduate Research Experience
RSCH4020	Honors Directed Academic Experience
	Study Abroad ^{5a}

Related Professional Studies

CAR0010	Career Management	1
FYS1020	First-Year Seminar	1

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

Two courses from different disciplines: ART, HIST, HUM, LIT, PHIL, or REL

Mathematics 6

MATH1002	A Survey of College Mathematics (or higher, based on student's placement)
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One MATH-designated course

Science 3

One course from BIO, CHM, PHY or SCI

Social Sciences 6

Two courses from different disciplines: ANTH, ECON, GEND, LEAD, PSCI, PSYC, RES or SOC

A&S Electives 6

Two courses with an EASC attribute

Free Electives #

15 credits selected from 1000-4999 numbered offerings within the university 15

Total Credits 122.0

* A student's major course selection may not be used as a major elective.

** 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.

^{lc}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.

^DDirected 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).

^{sa}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 Accelerated Master's program students, up to three graduate-level 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 course(s).

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 options for major, minor, arts and sciences, and elective credit at many affordable price points for students during the academic year, break periods, and summer. 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 scholarships are available. Visit the study abroad website for information, program descriptions and online applications. Where will you go?