

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

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| 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 |
| MCST4010 | Global Media | 3 |
| MCST4190 | Media Research Methods | 3 |
| MCST4200 | Senior Seminar in Media & Communication Studies | 3 |

Major Electives - Principles

Choose five of the following: * 15

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| Visual Media | | |
| ART2010 | Introduction to Film | |
| ART3020 | Art History | |
| 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 | |
| MCST3300 | Hip-Hop Culture | |
| MCST3400 | Latinx Music Culture | |
| MCST4300 | Special Topics in Media Studies | |
| Media Policy | | |
| HIST2300 | History of Globalization | |
| LAW2001 | The Legal Environment of Business I | |
| LAW3080 | Cyberlaw | |
| LAW3092 | Sports, Entertainment and Event Management Law | |
| PSCI2050 | Political Communications | |
| PSCI3350 | Political Parties, Social Movements and Interest Groups | |
| Media Identities | | |
| GEND1040 | Introduction to Gender Studies | |
| MCST3050 | Media Identities | |
| PSCI2200 | Race, Politics and Power in America | |
| PSCI3200 | Women in American Political Life | |
| SOC3100 | Sociology of Race and Ethnicity | |
| SOC3300 | Gender in Global Perspective | |
| Media Culture | | |
| ANTH1050 | Cultural Anthropology | |

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| MCST2100 | Children, Youth and Media |
| MCST4050 | Media & Popular Culture |
| MCST4100 | Media Theory |
| SOC1001 | Sociology I |
| SOC2010 | Sociology of Digital Environments |
| SOC3400 | Producing Culture, Societies and Selves: The Sociology of Culture in Global Perspective |

Major Electives - Practices

Choose five of the following: * 15

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| Marketing & Advertising | |
| ADVC1010 | Marketing Communications |
| ADVC1011 | Media Strategy |
| ADVC1021 | Public Relations and Corporate 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 Design | |
| GDES1030 | Vector-Based Design |
| GDES1040 | Screen Design & Coding I |
| GDES1050 | Image Editing and Design |
| GDES1060 | User Experience and Content Design I |
| GDES2000 | Typography |
| GDES2020 | Motion Graphics I |
| GDES2025 | Basics of Screen Design & Coding |
| GDES2050 | Content Management Systems |
| GDES3050 | Basics of Print Design |
| GDES3140 | Motion Graphics II |
| SMW1001 | Introduction to Digital/Social/Mobile Media |
| Media Production | |
| GDES3300 | Design for Motion |
| GDES3310 | Digital Video II |
| MCST1210 | Foundations of Digital Photography |
| MCST2500 | Digital Journalism |
| MCST2610 | Motion Picture Editing |
| MCST2650 | Sound Production |
| MCST3600 | Narrative Filmmaking |
| MCST4400 | Cinematic Lighting Studio |
| Media Writing | |
| ENG2030 | Introduction to Newswriting |
| ENG2401 | Introduction to Creative Writing |
| ENG3030 | Introduction to Food Writing |
| ENG3050 | Introduction to Travel Writing |
| ENG3130 | Introduction to Sports Writing |
| ENG3150 | Introduction to Fashion Writing |
| ENG3300 | Literary Editing and Publishing |
| ENG3402 | Intermediate Creative Writing |
| ENG3601 | Intermediate Nonfiction Writing |
| ENG4403 | Advanced Creative Writing Workshop |
| ENG4602 | Advanced Nonfiction Writing Workshop |
| MCST1070 | Writing for Radio, Television and Film |
| MCST2400 | Writing for Publication |
| MCST2520 | Introduction to Environmental Journalism |
| MCST2550 | Introduction to Multimedia Storytelling |
| Media Management | |
| SEE2030 | The Business of the Entertainment Industry |
| SEE2120 | Introduction to the Music Industry |
| SEE3045 | New Media Literacy in Sports, Entertainment and Event Management |
| SEE3060 | Concert and Event Production |
| SEE3150 | Television and Movie Production Management |
| Applied/Experiential Learning | |
| Choose 6 credits from the following: ** 6 | |
| ASCI4799 | College of Arts & Sciences Internship ^{1c} |
| DEE3999 | Directed Experiential Education ^D |
| RSCH3830 | Undergraduate Research Experience |
| RSCH4020 | Honors Directed Academic Experience |
| Study Abroad | |

Related Professional Studies

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| CAR0010 | Career Management | 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) | |
| One MATH-designated course | | |
| Science | | 3 |
| One course from BIO, CHM, PHY or SCI | | |
| Social Sciences | | 6 |
| Two courses from different disciplines: ANTH, ECON, LEAD, PSCI, PSYC, 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 | | 121.0 |

* 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 towards 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 adviser before scheduling internship and free elective credits.

^D 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).

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 adviser before scheduling free elective credits.

NOTE: Students must pass MATH0010 Basic Mathematics or have equivalent placement scores to enroll in required math course(s).

Students who graduate with a bachelor's degree must leave Johnson & Wales University with effective writing skills to fulfill the graduation writing requirement. These writing skills are assessed in ENG1021 Rhetoric & Composition II. Students who have met the requirement of ENG1021 Rhetoric & Composition II or ENG1027 Honors Advanced Composition and Communications: Civic Discourse outside of Johnson & Wales University must fulfill the graduation writing requirement through successful completion of ENG0001 Writing Workshop.

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?