

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	
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 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	
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
LAW2001	The Legal Environment of Business I
LAW3080	Cyberlaw
PSCI2050	Political Communications
PSCI3350	Political Parties, Social Movements and Interest Groups

Major Electives - Practices

Choose five of the following: ** 15

Media Production	
ENG3210	Food Media Presentation Skills
GDES3300	Design for Motion
GDES3310	Digital Video II
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
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
MCST2450	Writing in Digital Media
MCST2520	Introduction to Environmental Journalism
MCST2550	Introduction to Multimedia Storytelling

Media Design

DMSM1001	Introduction to Digital/Social/Mobile Media
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

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 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, 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 ^{1C}
DEE3999	Directed Experiential Education ^D
RSCH3830	Undergraduate Research Experience

RSCH4020 Honors Directed Academic Experience		
Study Abroad		
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)	
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.

^{Ic}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 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?