

# Bachelor of Arts/Science in Integrated Studies - Media Studies Emphasis

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24 credits

## Emphasis Requirements

COMM 1050	Introduction to Communication Theory	3
MDIA 3060	Media Theory	3
MDIA 1500 or MDIA 2010	Intro to Mediated Communication Media & Society	3
Complete 15 credits from the following (12 credits must be upper-division):		
COMM 1270	Critical Thinking and Communicating	3
COMM 2700	Voice and Civility in Public Discourse	3
COMM 3350	Interviewing	3
COMM 3460	Content & Rhetorical Analysis	3
COMM 4490	Communication and Contemporary Public Issues	3
MDIA 1130	Writing for Media Audiences	3
MDIA 1380 & MDIA 1385	Introduction to Television Production and Introduction to Television Production Lab	3
MDIA 1560	Audio and Radio	3
MDIA 1610	News Writing & Reporting	3
MDIA 2460	Introduction to New Media Production	3
MDIA 3480	New Social Media	3
MDIA 3510	Media Ethics	3
MDIA 3560	Visual Communication	3
MDIA 3580	Case Studies in Strategic Communication	3
MDIA 3610	News & Copy Editing	3
MDIA 4260	Media Law	3
MDIA 4380 & MDIA 4385	Advanced Television Production and Advanced Television Production Lab	3
MDIA 4580	Strategic Communication Campaigns	3
MDIA 4640	Feature Writing	3
MDIA 4680	Multimedia Journalism	3

## NOTES:

1. Students must select and complete two emphases and Core Requirements.
2. Grade C or higher in each Emphasis Area course required.