

Media Studies

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To find faculty and staff phone numbers and email addresses, please consult the University Directory.

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Program Description

The Department of Media Studies examines, studies, and critiques the most prevalent form of communication in our world. Students receive training in journalism, social and new media, digital motion picture production, and television and radio production. Courses in the department guide students in media theory and ethics and the use of media to promote effective message distribution to a multicultural audience. Students learn to plan, produce, and interpret mediated messages through a program that focuses on practical experience.

Practical Instruction

The Media Studies Department provides hands-on opportunities in mediated communication. These practicum opportunities include Dixie Sun News, a student-produced newspaper, website, and TV broadcast; 91.3 “The Storm” and KXDS radio stations; the Community Education Channel, a local television station; and INSIGHT Communications, a public relations, marketing, and advertising agency. The department allows students to graduate with a bachelor’s degree and a polished portfolio of achievements.

What is the Study of Media?

The study of Media explores how people use messages to generate meanings within and across various contexts, cultures, and channels. The field promotes the effective and ethical practice of mediated interaction. Media Studies students are usually those who are creative, intelligent, and highly motivated. Media Studies majors receive the preparation and hands-on training required for lifelong careers in one of hundreds of desirable jobs that shape the nation’s culture. There are three Media Studies degree options at DSU:

Multimedia Journalism

The world of journalism is evolving with the advent of newer forms of media distribution, yet the need for professionally produced journalism in an ever-changing world remains strong. The multimedia journalism emphasis focuses on the need for “real” journalism to inform the citizenry of current events.

Social Media

To most, the notion of social media is relatively new, but social networks have existed for many, many years. Social media is used for all forms of media messages: to inform, persuade, and entertain. The social media emphasis provides students an opportunity to hone their seemingly innate skills to focus attention on the most important aspect of social media: the message.

Strategic Communication

Public relations, marketing, and advertising are now combined into one media emphasis: strategic communication. Students learn to produce and analyze effective campaigns that are ready for today’s media-savvy generation.

Broadcasting

Students who are interested in television and/or radio production can choose the broadcasting emphasis. This emphasis provides students hands-on experience in all matters of broadcasting, both in old media (RF broadcasting) and new media (IP broadcasting) worlds.

Course Prefixes

- COMM, MDIA

Degrees & Certificates

- Bachelor of Science in Media Studies (catalog.dixie.edu/programs/mediastudies/bachelor_of_science_in_media_studies)
- Bachelor of Science in Media Studies - Broadcasting Emphasis (catalog.dixie.edu/programs/mediastudies/bachelor_of_science_in_media_studies_broadcasting_emphasis)
- Bachelor of Science in Media Studies - Multimedia Journalism Emphasis (catalog.dixie.edu/programs/mediastudies/bachelor_of_science_in_media_studies_multimedia_journalism_emphasis)
- Bachelor of Science in Media Studies - Social Media Emphasis (catalog.dixie.edu/programs/mediastudies/bachelor_of_science_in_media_studies_social_media_emphasis)
- Bachelor of Science in Media Studies - Strategic Communication Emphasis (catalog.dixie.edu/programs/mediastudies/bachelor_of_science_in_media_studies_strategic_communication_emphasis)
- Bachelor of Arts/Science in Integrated Studies - Media Studies Emphasis (catalog.dixie.edu/programs/interdisciplinaryartsandsciences/bachelor_of_science_bachelor_of_arts_in_integrated_studies_media_studies_emphasis)
- Minor in Media Studies (catalog.dixie.edu/programs/mediastudies/minor_in_media_studies)
- Media Production Certificate (catalog.dixie.edu/programs/business/media_production_certificate)
- Multimedia Journalism Certificate (catalog.dixie.edu/programs/mediastudies/multimedia_journalism_certificate)
- Social Media Certificate (catalog.dixie.edu/programs/mediastudies/social_media_certificate)
- Strategic Communication Certificate (catalog.dixie.edu/programs/mediastudies/strategic_communication_certificate)

Admission Requirements

Students must be admitted to Dixie State University including submitting previous college transcripts to the Registrar's Office before they will be considered for admission to the Media Studies program. Departmental approval is required prior to formally declaring media studies as a major. Students are admitted to the Media Studies baccalaureate program upon completion of the following admission requirements:

1. Cumulative GPA of 2.0 (C) or higher
2. Completion of a Media Studies Program admission application
3. Consultation with a Media Studies Advisor

Students may self-declare "pre-Media Studies" as their major before completing the consultation with a Media Studies Advisor.

Advisement

Students will consult with the Media Studies Department advisor who will review the student's current academic status, explain degree requirements, and assist in creating a degree completion plan. Students must submit a program admission application with their advisor to declare a major. Upon nearing degree completion, the student must again meet with the advisor to go over the graduation checklist and sign the graduation audit. Advisors provide an important resource in helping to stay on track toward academic goals throughout the Media Studies course of study.

Academic Requirements

To remain in the Media Studies baccalaureate program, students must maintain an overall GPA of 2.0 (C) or higher. Students are also required to achieve not less than a C in each lower- and upper-division core media studies class. If a student does not achieve this level in any core class, s/he will be required to take it again until the standard is met.

Multimedia Journalism Career Information

Career Strategies

In addition to the required coursework, students can do the following to enhance their career opportunities:

- Gain relevant experience through internships or related part-time employment provided through Dixie Sun News, Dixie State University's on campus news publication
- Network with individuals currently working in your field of interest
- Develop strong writing skills

Career Opportunities *

Multimedia Journalism graduates are high in demand in many industries because students leave the degree with the ability to write well, think critically, and work well individually & in teams with a multimedia edge. A brief sampling of possible careers includes:

- Public Relations
- Media Manager
- Market Research
- Photographer
- Photojournalist
- Radio/TV announcer
- Copywriter

Job Outlook *

Employment in multimedia journalism and related occupations is expected to increase by as much as 15% over the next decade.

Salary Range *

Earning potential varies by industry and position. For salary information by occupation, visit the Occupational Outlook Handbook on the Bureau of Labor Statistics website.

Social Media Career Information

Career Strategies

In addition to the required coursework, students can do the following to enhance their career opportunities:

- Gain relevant experience through internships or related part-time employment provided through the Community Education Channel or Dixie's radio stations on campus
- Network with individuals currently working in your field of interest
- Develop strong computer application skills

Career Opportunities *

Social Media graduates are high in demand in most industries because students leave the degree with the ability to provide meaningful marketing and promotional opportunities for individuals and businesses. A brief sampling of possible careers includes:

- Public Relations
- Marketing Managers
- Social Media Correspondents
- Promotions Managers

Job Outlook *

Employment in social media occupations is expected to increase by 12% over the next decade.

Salary Range *

Earning potential varies by industry and position. For salary information by occupation, visit the Occupational Outlook Handbook on the Bureau of Labor Statistics website.