

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

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24 credits

## Emphasis Requirements

| Code  | Title  | Hours |
|---|--|-------|
| COMM 1050   | Introduction to Communication Theory (SS, GC)  | 3     |
| MDIA 3060   | Media Theory   | 3     |
| MDIA 1500<br>or MDIA 2010   | Intro to Mediated Communication<br>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   | Critical and Rhetorical Analysis   | 3     |
| COMM 4490   | Communication and Contemporary Public Issues   | 3     |
| MDIA 1130   | Writing for Media Audiences  | 3     |
| MDIA 1380<br>& MDIA 1385  | Introduction to Television Production<br>and Introduction to Television Production Lab | 3     |
| MDIA 1560   | Audio Production   | 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 3750   | Television Post Production   | 3     |
| MDIA 4260   | Media Law  | 3     |
| MDIA 4380<br>& MDIA 4385  | Advanced Television Production<br>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.