Media Studies, BS

Program Description
Media is the most prevalent aspect of daily life. Very few people can live without a digital device with which they interact with others using mediated interpersonal and mass communication. Media channels are everywhere, and everyone has access. Students have grown up using various media channels; however, very few understand how to effectively use these channels. The Media Studies Department at Dixie State University teaches media production in various forms and teaches students how to be critical users of media by examining, studying, and critiquing the most prevalent form of communication in our world.

Program Curriculum
120 credits

DSU General Education Requirements
All DSU General Education requirements must be fulfilled. A previously earned degree may fulfill those requirements, but courses must be equivalent to DSU’s minimum General Education standards in American Institutions, English, and Mathematics.

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<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td>General Education Core Requirements (catalog.dixie.edu/programs/generaleducation/#gerequirementstext)</td>
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<tr>
<td>English</td>
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<td>Mathematics</td>
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<td>Life Sciences</td>
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<td>Fine Arts</td>
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<td>Social &amp; Behavioral Sciences</td>
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<td>Exploration</td>
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Media Studies Core Requirements

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<tr>
<th>Code</th>
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<tbody>
<tr>
<td>MDIA 1130</td>
<td>Writing for Media Audiences</td>
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<tr>
<td>MDIA 1500</td>
<td>Intro to Mediated Communication</td>
<td>3</td>
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<td>MDIA 2010</td>
<td>Media and Society (SS, GC)</td>
<td>3</td>
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<tr>
<td>MDIA 3060</td>
<td>Media Theory</td>
<td>3</td>
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<td>MDIA 3480</td>
<td>Emerging Media</td>
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<tr>
<td>MDIA 4360</td>
<td>Media Ethics and Law</td>
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<td>MDIA 4450</td>
<td>Media Research</td>
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<td>MDIA 4900R</td>
<td>Media Studies Internship</td>
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<td>MDIA 4980</td>
<td>Media Studies Senior Seminar</td>
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<td>MDIA 2210R</td>
<td>Dixie Sun News Production I</td>
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<tr>
<td>or MDIA 2340R</td>
<td>Public Relations Practicum</td>
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<tr>
<td>or MDIA 2370R</td>
<td>TV Production Practicum I</td>
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<tr>
<td>or MDIA 2380R</td>
<td>Radio Production Practicum I</td>
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Media Studies General Emphasis Requirements

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<tbody>
<tr>
<td>MDIA 2210R</td>
<td>Dixie Sun News Production I</td>
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<tr>
<td>or MDIA 2340R</td>
<td>Public Relations Practicum</td>
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or MDIA 2370R  TV Production Practicum I
or MDIA 2380R  Radio Production Practicum I
or MDIA 3210R  Dixie Sun News Production II
or MDIA 3370R  TV Production Practicum II
or MDIA 3380R  Radio Production Practicum II
or MDIA 4440R  Public Relations Practicum (ALPP)

Media Studies Elective Requirements
Complete 21 credits from any 3000 or 4000-level MDIA course not specified as a degree requirement.

Other Elective Courses
Complete additional elective coursework to fulfill graduation requirements.

Graduation Requirements
1. Complete a minimum of 120 college-level credits (1000 and above).
2. Complete at least 40 upper-division credits (3000 and above).
3. Complete at least 30 upper-division credits at DSU for institutional residency.
4. Cumulative GPA 2.5 or higher.
5. Grade C or higher in each Core Discipline Requirement course.

Graduation Plan
1st Year

Fall Semester
First Year Recommended Elective  
ENGL 1010  Introduction to Writing (EN)  
General Education (Fine Arts) (catalog.dixie.edu/programs/generaleducation/#gerequirementstext)  
General Education (Mathematics - MATH 1040 recommended) (catalog.dixie.edu/programs/generaleducation/#gerequirementstext)  
MDIA 1500  Intro to Mediated Communication  
MDIA 2210R  Dixie Sun News Production I  
or MDIA 2340R  or Public Relations Practicum  
or MDIA 2370R  or TV Production Practicum I  
or MDIA 2380R  or Radio Production Practicum I

Hours 15

Spring Semester
ENGL 2010  Interm Writing Selected Topics: (EN)  
MDIA 2010  Media and Society (SS, GC)  
General Education (Literature/Humanities) (catalog.dixie.edu/programs/generaleducation/#gerequirementstext)  
Media Studies Elective *  
General Elective  
Milestones & Notes: Meet with your program advisor.

Hours 15

2nd Year

Fall Semester
General Education (American Institutions) (catalog.dixie.edu/programs/generaleducation/#gerequirementstext)  
General Education (Life Science) (catalog.dixie.edu/programs/generaleducation/#gerequirementstext)  
MDIA 1130  Writing for Media Audiences  
Media Studies Elective *  
General Elective  
Milestones & Notes: Meet with your program advisor.

Hours 15
Spring Semester
General Education (Physical Sciences & Lab) (catalog.dixie.edu/programs/generaleducation/#gerequirementstext) 4
General Education (Exploration) (catalog.dixie.edu/programs/generaleducation/#gerequirementstext) 3
Media Studies Elective * 3
Media Studies Elective * 3
General Elective 3
Milestones & Notes: Meet with your program advisor.

Hours 16

3rd Year
Fall Semester
MDIA 3060 Media Theory 3
Media Studies Elective: Upper Division 3
General Elective 3
General Elective 3

Hours 15

Spring Semester
MDIA 4900R Media Studies Internship 3
MDIA 3480 Emerging Media 3
Media Studies Elective: Upper Division 3
Media Studies Elective: Upper Division 3
General Elective 3

Hours 15

4th Year
Fall Semester
MDIA 4360 Media Ethics and Law 3
MDIA 4450 Media Research 3
Media Studies Elective: Upper Division 3
Media Studies Elective: Upper Division 3
General Elective 3
Milestones & Notes: Meet with your program advisor.

Hours 15

Spring Semester
MDIA 4980 Media Studies Senior Seminar 3
Media Studies Elective: Upper Division 3
Media Studies Elective: Upper Division 3
General Elective 5
Milestones & Notes: Meet with your program advisor.

Hours 14

Total Hours 120

* Media Studies Electives are courses that are prerequisites to upper division Media Studies coursework. These courses may be used to explore Media Studies disciplines.

BS Media Studies Program Learning Outcomes
At the successful conclusion of this program, students will be able to:

1. Apply conceptual understanding of mediated communication theories from various traditions and practical understanding of media production, management and consumption with the theories.
2. Conduct academic research and construct academic arguments using established research methods.
3. Create and promote mediated messages in compliance with technical and aesthetic principles for a variety of purposes based on in-depth analysis of the audience and situation.
4. Evaluate media production and consumption by applying critical thinking, ethics, and problem-solving skills.
5. Conduct professional research to evaluate efficacy of mediated messages by integrating media analytics and metrics into qualitative and quantitative approaches.
6. Develop global and cross-cultural perspectives in evaluation of media production, promotion, and consumption.