**Media Studies - Media Production Emphasis, 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.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td></td>
<td>General Education Core Requirements (<a href="catalog.dixie.edu/programs/generaleducation/#gerequirementstext">catalog.dixie.edu/programs/generaleducation/#gerequirementstext</a>)</td>
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<tr>
<td></td>
<td>English</td>
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**Media Studies Core Requirements**

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<tr>
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<tbody>
<tr>
<td>MDIA 1130</td>
<td>Writing for Media Audiences</td>
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<td>MDIA 1500</td>
<td>Intro to Mediated Communication</td>
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<td>MDIA 2010</td>
<td>Media and Society (SS, GC)</td>
<td>3</td>
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<td>MDIA 3060</td>
<td>Media Theory</td>
<td>3</td>
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<td>MDIA 3480</td>
<td>Emerging Media</td>
<td>3</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 PRODUCTION Emphasis Requirements**

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<tr>
<td>MDIA 1380</td>
<td>Introduction to Video Production</td>
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<td>&amp; MDIA 1385</td>
<td>and Introduction to Video Production Lab</td>
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Media Studies - Media Production Emphasis, BS

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<th>Code</th>
<th>Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td>MDIA 1560</td>
<td>Audio Production</td>
<td>3</td>
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<tr>
<td>MDIA 2370R</td>
<td>TV Production Practicum I</td>
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<tr>
<td>or MDIA 3370R</td>
<td>TV Production Practicum II</td>
<td>3</td>
</tr>
<tr>
<td>or MDIA 2380R</td>
<td>Radio Production Practicum I</td>
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<tr>
<td>or MDIA 3380R</td>
<td>Radio Production Practicum II</td>
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Complete six (6) credits from the following:

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<tr>
<td>MDIA 3370R</td>
<td>TV Production Practicum II</td>
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<td>MDIA 3380R</td>
<td>Radio Production Practicum II</td>
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<td>MDIA 3560</td>
<td>Visual Communication</td>
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<td>MDIA 3750</td>
<td>Advanced Video Production</td>
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<td>&amp; MDIA 4385</td>
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Media Studies Elective Requirements

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<tr>
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Complete six (6) credits from any upper-division (3000 or 4000-level) MDIA course.

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

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

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<tr>
<th>Hours</th>
<th>MDIA 1130</th>
<th>Writing for Media Audiences</th>
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<td>MDIA 2010</td>
<td>Media and Society (SS, GC)</td>
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<td>ENGL 2010</td>
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2nd Year

Fall Semester

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<tr>
<th>Hours</th>
<th>Media Studies Elective Requirement</th>
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</thead>
<tbody>
<tr>
<td>MDIA 1380</td>
<td>Introduction to Video Production</td>
<td>3</td>
</tr>
<tr>
<td>&amp; MDIA 1385</td>
<td>and Introduction to Video Production Lab</td>
<td></td>
</tr>
<tr>
<td>General Education (American Institutions) (catalog.dixie.edu/programs/generaleducation/#gerequirementstext)</td>
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<tr>
<td>General Education (Physical Sciences &amp; Lab) (catalog.dixie.edu/programs/generaleducation/#gerequirementstext)</td>
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General Elective 3

**Spring Semester**

Media Studies Elective Requirement 3
MDIA 1560 Audio Production 3
General Education (Literature/Humanities) ([catalog.dixie.edu/programs/generaleducation/#gerequirementstext](catalog.dixie.edu/programs/generaleducation/#gerequirementstext)) 3
General Elective 3
General Elective 3

**Hours** 16

**3rd Year**

**Fall Semester**

MDIA 3480 Emerging Media 3
MDIA 2370R TV Production Practicum I 3
or MDIA 3370R TV Production Practicum II 3
or MDIA 2380R Radio Production Practicum I 3
or MDIA 3380R Radio Production Practicum II 3

Media Studies Elective Requirement 3
General Elective 3
General Elective 3

**Hours** 15

**Spring Semester**

MDIA 3060 Media Theory 3
MDIA 4900R Media Studies Internship 3
General Education (Exploration) ([catalog.dixie.edu/programs/generaleducation/#gerequirementstext](catalog.dixie.edu/programs/generaleducation/#gerequirementstext)) 3
General Elective 3
General Elective 3

**Hours** 15

**4th Year**

**Fall Semester**

MDIA 4360 Media Ethics and Law 3
MDIA 4450 Media Research 3
Media Production Emphasis Requirement 3
Media Production Emphasis Requirement 3
Upper-Division Elective 3
General Elective 1

**Hours** 16

**Spring Semester**

MDIA 4980 Media Studies Senior Seminar 3
Upper-Division Elective 3
Upper-Division Elective 3
General Elective 3

**Hours** 13

**Total Hours** 120

**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.