

# Media and Communication - Bachelor of Arts

Students in the Media and Communication program examine how media products, practices, industries, and technologies allow us to communicate and connect with others and shape how we experience the world. MAC majors will develop expertise in up to three areas:

1. Researching and analyzing media representations, technologies, industries, and practices to assess their impacts on individuals, cultures, and society.
2. Gaining the skills and experiences necessary for success in a wide range of media and related industries.
3. Producing high-quality audio, video, and film content in our professional grade studios.

## Program Requirements

(minimum 36 semester hours, plus 12 related hours)

Code	Title	Credit Hours
<b>Foundation Courses</b>		
MJF 105	Media, Culture and You	3
MJF 146	Foundations of Production	3
<b>Core Courses</b>		
MAC 202	The Smartphone and Society	3
MAC 212	Media, Representation, and Society	3
MJF 205	Introduction to Comm & Tech	3
<b>Major Electives</b>		
Complete six courses. At least four of those six courses must have a MAC or MJF designator (i.e., MJF 209, 301, 405). Courses are categorized into areas of specialization (below) to help you identify courses relevant to your interests and goals.		18-19
<b>Senior Experience Courses</b>		
Select one of the following:		3-4
MAC 414	Capstone Pictures: Project in Digital Narrative Film Production	
MAC 445	Electronic Media Policy and Regulation	
MAC 447	Senior Seminar in Applied Media Analysis	
<b>Complementary Coursework</b>		
Complete a minor, co-major, or 2nd major, OR take 12 hours from the following courses and other courses as approved by the Lead Departmental Advisor.		12
AMS 205	Introduction to American Cultures	
AMS 206	Approaches to American Culture	
AMS 216	Introduction to Public History	
AMS/ITL 222	Italian American Culture	
AMS 301	American Identities	
AMS 303	Consumer Culture	
AMS 305	American Icons	

ART 149	Beginning Digital Photography
ART 155	Beginning Drawing
ART 201	Popular, Media, and Visual Culture
ART 255	Introduction to Digital Photography
ART 285	Writing and the Visual Arts
ART 317	The Arts of Colonial Latin America
ART 389	The History of Photography
ART 487	Art of the Early 20th Century
ART 489	Postwar to Postmodern, 1945-1980
ATH 301	Intercultural Relations
ATH 337	Play, Game & Design: The Anthropology of Creativity and Innovation
ATH 345	Global Media Ethnography
ATH 388	Culture, Art, and Artifacts
CLS 121	Greek and Roman Mythology
CRE/SJS 287	Anti-Racism Social Movements: From ideas to action
CRE 381	Afro-Brazilian Diaspora Through Film and Arts
DST/EDP 272	Exploring Disability Studies
DST/WGS 278	Women and (Dis)ability: Fictions and Contaminations of Identity
DST/SOC 375	(Dis)Ability Allies: To be or not to be? Developing Identity and Pride from Practice
DST 378	Media Illusions: Creations of "The Disabled" Identity
ENG 226	Introduction to Creative Writing: Short Fiction and Poetry
ENG/WGS 237	LGBTQ+ Literature
ENG 246	Native American Literature
ENG/AAA/AMS 248	Asian American Literature
ENG/IES 264	Environmental Literature
ENG 276	American Literature 1900 to the Present
ENG/IMS 411	Visual Rhetoric
FAS 101	Introduction to the Fashion Industry
FAS 281	Contemporary Fashion History
FRE 131	French Masterpieces
FST 201	Film History and Analysis
FST/POR 204	Brazilian Culture Through Music and Film
FST/IDS 206	Diversity and Culture in American Film
FST/ENG 220	Literature and Film
FST/ENG 221	Shakespeare and Film
FST/ITL 222	Italian American Culture
FST/ENG 235	Classical Hollywood Cinema
FST/ENG 236	Experimental Film
FST/AAA/ENG 249	Asian & Asian American Cinema
FST 250	History and Popular Culture
FST/GER 261	German Film in Global Context

FST/ITL 262	Italian Cinema
FST/CHI 264	Chinese Film in Global Context
FST/JPN 266	Survey of Japanese Cinema
FST/FRE 269	Global French Cinema
FST 277	Independent Studies
FST 282	Sexualities and Film
FST 301	Film Theory
FST 330	Film Auteurs
FST 350	Topics in Film
FST/ENG/WGS 356	Women and Gender in Film
FST 360	Film Genres
FST/ITL 362	Mafia and Cinema
FST 400	Topics in Film
FST/ART 407	Moving Image Art
GER 231	Enchanted Worlds: Folk and Literary Fairy Tales
HST 250	History and Popular Culture
HST/FST 252	History at the Movies
HST/AMS 304	History, Memory, Tradition
IMS 202	Information Studies and Digital Citizenship
JRN 101	Journalism and American Life
JRN 201	Reporting and News Writing I
JRN 202	Reporting and News Writing II
JRN 303	Multimedia Journalism
JRN 310	Topics in Journalism Studies
JRN 314	Digital Video Reporting
JRN 316	Editing and Design
JRN 318	Advanced Storytelling in Journalism
JRN 333	International Journalism
JRN 343	Sports Reporting and Writing
JRN 350	Specialized Journalism
JRN 412	Data Journalism
JRN 418	Critical Writing in Journalism
JRN/ENG 424	Ethics and Digital Media
MAC 177	Independent Studies
MAC 211	Intermediate Video Production
MAC/ENG 213	Writing for Film and TV
MAC 258	Copywriting for Digital Media
MAC 277	Independent Studies
MAC 309	Advertising in Consumer Culture
MAC 310	Topics in Media History
MAC 311	Fiction Film Production
MAC 312	TV Studio Production
MAC 325	Social Media Cultures
MAC 343	Advanced Audio Production
MAC 344	Sound and Music in Media Cultures
MAC 350	Special Topics in Media and Communication
MAC 351	Media Ethnography
MAC 353	Audience Studies
MAC 355	Media Technology & Culture
MAC 358	Working in Media
MAC 362	Advertising and the Attention Economy
MAC 377	Independent Studies
MAC 422	Advanced Creative Writing: Screenwriting Workshop
MAC 425	Inside Hollywood
MAC 426	Inside Washington
MAC 443	Media Industries and Economics
MAC 446	Media Globalization
MAC 450	Topics in Communication
MAC 461	Gender, Sexuality and Media
MAC 477	Independent Studies
MUS 184	Opera: Passionate Human Stories in Music
MUS 185	Multicultural Perspectives in Music
MUS 206	Cinematic Listening: Film Music
MUS 211	History of Western Music
MUS/IMS 221	Music Technologies
MUS 225	And the Beat Goes On. . . The History of Rock and Roll
MUS/AMS 285	Introduction to African American Music
MUS/IMS 304	Electronic Music
PHL 312	Contemporary Moral Problems
POL 241	American Political System
POL 356	Mass Media and Politics
POL 359	U.S. Campaigns and Elections
PSY 221	Social Psychology
PSY 271	Survey of Perception, Action, and Cognition
SPA/DST 312	American Deaf Cultures
SLM/CRE/SOC 279	Race, Nation, and Sport
SLM 378	Sport, Power and Inequality
SOC/WGS 203	Sociology of Gender
SOC/WGS 221	Sexualities
SOC 318	Social Forces and Aging
STC 236	Intercultural Communication
STC 259	Foundations of Campaign Design
STC 262	Research Methods
STC 285	Professional Communication for Data Analytics
STC 311	Communication in Everyday Life
STC 331	Branding in Politics
STC 421	Managing Crisis & Reputation
STC 422	Trendsetters & Coolchasers
STC 431	Persuading Audiences
STC 437	Media, Advocacy & Social Change
STC 450	Topics in Communication
STC 478	
STC 482	Inside Chicago
THE 123	Acting for the Non-Major: Text and Performance

THE 131	Principles of Acting
THE 152	Backstage Magic: The Art and Craft of Production
THE 191	Experiencing Theatre
THE 200	Production and Performance Practicum
THE 257	Stagecraft and Theatre Technologies
THE 351	Dance as Culture
THE 439	Special Techniques for the Actor
WGS 201	Living in a Gendered World
WGS 202	LGBTQIA+ Lives: Resistance, Resilience, and Community

**Total Credit Hours** **48-50**

## Specialization Areas

Courses may be taken from one or more categories in any combination.

Note: Courses that appear under more than one area of specialization can only count ONCE toward the completion of the requirement.

### Culture, Technology + Everyday Life

Understand how media, technology, and culture interact to create social change and affect how we live and work.

Code	Title	Credit Hours
FST 282	Sexualities and Film	3
MAC 310	Topics in Media History	3
MAC 325	Social Media Cultures	3
MAC 344	Sound and Music in Media Cultures	3
MAC 351	Media Ethnography	3
MAC 353	Audience Studies	3
MAC 355	Media Technology & Culture	3
MAC 446	Media Globalization	3
MAC 461	Gender, Sexuality and Media	3
MJF 405	Practicum in Media Literacy and Leadership	3
STC 236	Intercultural Communication	3
STC 311	Communication in Everyday Life	3

### Advertising + Consumer Culture

Analyze how organizations construct and persuade audiences

Code	Title	Credit Hours
MAC 258	Copywriting for Digital Media	3
MAC 309	Advertising in Consumer Culture	3
MAC 310	Topics in Media History (May count with permission of advisor)	3
MAC 353	Audience Studies	3
MAC 362	Advertising and the Attention Economy	3
STC 259	Foundations of Campaign Design	3
STC 422	Trendsetters & Coolchasers	3
STC 431	Persuading Audiences	3

## The Business of Media

Understand and practice the business of media in Oxford and in major media hubs.

Code	Title	Credit Hours
MAC 310	Topics in Media History	3
MAC 358	Working in Media	3
MAC 362	Advertising and the Attention Economy	3
MAC 425	Inside Hollywood	3
MAC 426	Inside Washington	8
MAC 443	Media Industries and Economics	3
MAC 445	Electronic Media Policy and Regulation	3
MAC 446	Media Globalization	3
MJF 301	Media Law and Ethics	3
STC 478		3
STC 482	Inside Chicago	3

## Digital Film, Video and Audio Production

Create content for film, television, and streaming platforms (short films, web/TV series, multi camera recording, documentaries, podcasts)

Code	Title	Credit Hours
JRN 202	Reporting and News Writing II	3
MAC 211	Intermediate Video Production	4
MAC/ENG 213	Writing for Film and TV	3
MAC 311	Fiction Film Production	3
MAC 312	TV Studio Production	3
MAC 343	Advanced Audio Production	3
MAC 344	Sound and Music in Media Cultures	3
MAC 450	Topics in Communication	3

Students interested in further video production courses should consider taking MAC 311, MAC 312 or other advanced production courses for their general MAC electives.

## Media Art + Aesthetics

Understand how various production techniques such as sound, editing, framing, and lighting can shape audience experiences and create unique styles

Code	Title	Credit Hours
ART/FST 407	Moving Image Art	3
FST 201	Film History and Analysis	3
FST/ENG 236	Experimental Film	3
FST 301	Film Theory	3
FST 360	Film Genres	3
FST 407	Moving Image Art	3
MAC 344	Sound and Music in Media Cultures	3
MUS 206	Cinematic Listening: Film Music	3

## **Notes on Curriculum**

MAC Internships (MAC 340) do not fulfill any specific Media and Communication curriculum requirement.

MAC Independent Studies (MAC 177, MAC 277, MAC 377, MAC 477) may count toward the major as complementary coursework. To count as a major elective requires the permission of the Lead Departmental Advisor.

No more than nine credit hours may be counted toward both the completion of the MAC major and the completion of a co-major or 2nd major. No more than six credit hours may be counted toward both the completion of the MAC major and the completion of a minor.