

# 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
MJF 205	Introduction to Comm & Tech	3
<b>Core courses</b>		
MAC 202	The Smartphone and Society	3
MAC 212	Media, Representation, and Society	3
<b>Specializations</b>		<b>12-13</b>
Select TWO Areas of Specialization. Take TWO courses in EACH of those two areas for a total of 4 courses <sup>1</sup>		
<b>Major electives</b>		<b>6</b>
Take TWO additional courses with MAC or MJF designators; and other courses as approved by the Chief Departmental Advisor.		
<b>Senior Experience courses</b>		<b>3-4</b>
Select ONE of the following		
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>Related hours</b>		<b>12</b>
Take 12 hours at the 200 level or higher. Can include any additional courses in MAC, MJF, FST, STC, or JRN; any courses from the following programs: AMS, ART, CRE, ENG, HST, IMS, LAS, MUS, WGS; and other courses as approved by the Chief Departmental Advisor. OR complete a minor, co-major, or 2nd major.		
<b>Total Credit Hours</b>		<b>48-50</b>

<sup>1</sup> Courses that appear under more than one area of specialization can only count ONCE toward the completion of the curriculum requirement.

## Specialization: Technology + Everyday Life

Analyze how media and communication technologies impact how we live and work

Code	Title	Credit Hours
MAC 310	Topics in Media History (Topics in Media History)	3
MAC 325	Social Media Cultures	3
MAC 344	Sound and Music in Media Cultures (Sound and Music in Media Cultures)	3
MAC 351	Media Ethnography (Media Ethnography)	3
MAC 353	Audience Studies	3
MAC 355	Media Technology & Culture	3

## Specialization: Culture, Diversity, + Social Change

Understand the power of media and communication to create social change

Code	Title	Credit Hours
FST 282	Sexualities and Film	3
MAC 310	Topics in Media History (May count with permission of advisor)	3
MAC 325	Social Media Cultures	3
MAC 446	Media Globalization	3
MAC/WGS 461	Gender, Sexuality and Media	3
STC 236	Intercultural Communication	3
STC 437	Media, Advocacy & Social Change	3

## Specialization: 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 (Media and the Data Society )	3
STC 422	Trendsetters & Coolchasers (Trendsetters and Coolchasers)	3
STC 431	Persuading Audiences	3

## Specialization: Media Industries

Analyze and experience the business of media

Code	Title	Credit Hours
MAC 310	Topics in Media History (Topics in Media History)	3
MAC 358	Working in Media (Working in Media)	3
MAC 362	Advertising and the Attention Economy (Media and the Data Society )	3
MAC 425	Inside Hollywood	3
MAC 426	Inside Washington	8
MAC 443	Media Industries and Economics	3
MAC 446	Media Globalization	3
MJF 301	Media Law and Ethics	3
STC 478	Inside New York City- Study Away	3

Only ONE travel away program (MAC 425, MAC 426, STC 478, NYC Media, Inside Chicago) can count as one of the TWO courses required for this specialization.

## Specialization: Digital Film/Video Production

Create content for film, television, and streaming

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

Students who select digital film/video production as one of their TWO areas of specialization must take MAC 211 as one of their courses. For the other, they can select either MAC 213 or JRN 202

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

## Specialization: Digital Audio Production + Theory

Study and create soundtracks, podcasts, and music

Code	Title	Credit Hours
JRN 313	True Stories in Sound: Digital Audio Journalism	3
MAC 344	Sound and Music in Media Cultures (Sound and Music in Media Cultures)	3
MUS 304	Electronic 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 only count toward the major with permission of 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.

Students seeking the Bachelor of Arts in Media and Communication meet the CAS writing requirement by taking the following courses: MAC 212.