



# Department of Communication Arts BFA Mass Media

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Broadcast and digital communications impact every aspect of our lives from listening to the radio or streamed content, to watching television, to using the internet. The B.F.A. with a major in Mass Media is designed to provide the knowledge, values, perspectives, and skills necessary to seamlessly transition from the academic environment to the digital and broadcast communications arena. Students are routinely involved in content creation and delivery.

**University Core (Areas A to E) .....42 hours**

**Core Curriculum Area F .....18 hours**

- COMM 1100 Human Communication (3-0-3)
- MDIA 2000 Introduction to Mass Media (3-0-3)
- MDIA 2050 Introduction to Electronic Media Production (3-0-3)
- MDIA 2100 Introduction to Media Writing (3-0-3)
- MDIA 2350 Media and Culture (3-0-3)
- MDIA 2500 Computer Mediated Communication (3-0-3)

**Media Core .....15 hours**

- MDIA 3350 Aesthetics of Electronic Media (3-0-3)
- MDIA 4100 Media Economics and Management (3-0-3)
- MDIA 4200 Media Law and Ethics (3-0-3)
- MDIA 4400 Media Criticism (3-0-3)

Select one of the following:

- MDIA 4030 Special Topics in Mass Media (3-0-3)
- MDIA 4270 Diversity in Media (3-0-3)
- MDIA 4450 International Media (3-0-3)

**Media Content Creation.....12 hours**

- MDIA 3100 Writing for Media II

Select three of the following (One must be a *writing course*):

- MDIA 3125 Social Media (3-0-3)
- MDIA 3175 *Transmedia Storytelling* (3-0-3)
- MDIA 3250 Sports, News and Entertainment Announcing (2-2-3)
- MDIA 3225 Media Research and Audience Analysis (3-0-3)
- MDIA 3400 *Screenwriting* (3-0-3)
- MDIA 3500 *Newswriting* (3-0-3)
- JOUR 4570 *Introduction to Sportswriting* (3-0-3)

**Production .....15 hours**

- MDIA 3001 Media Production I (1-4-3)
- MDIA 3002 Media Production II (1-4-3)
- MDIA 3003 Media Production III (1-4-3)

Select two of the following (may be repeated for credit):

- MDIA 4960 News Workshop (0-6-3)
- MDIA 4961 Audio Workshop (0-6-3)
- MDIA 4962 Video Workshop (0-6-3)
- MDIA 4963 International Documentary Production Workshop (0-6-3)
- MDIA 4964 Sports Workshop (0-6-3)
- MDIA 4965 New Media Workshop (0-6-3)

**Senior Projects .....6 hours**

- MDIA 4700 Digital Media Production Capstone (1-4-3)
- MDIA 4950 Senior Seminar (2-2-3)

**Total Hours in Major .....66 hours**

**Elective Hours.....12 hours**

**Total Hours in Program .....120 hours**