

DEPARTMENT OF MEDIA AND COMMUNICATION

The Department of Media and Communication offers two degrees: a B.S. in Media and Communication and a B.S. in Digital Media Production. Students pursuing the B.S. in Media and Communication are required to select a minor and may choose from Film Studies, Media Writing, Public Relations, Speech and Performance, Sports Media, or a minor from another academic area. A second major would also satisfy this requirement.

A minor in Media and Communication is available to students who are not pursuing a major in Media and Communication or Digital Media Production.

The Media and Communication Major

The Bachelor of Science (B.S.) in Media and Communication degree begins with common courses designed to establish a strong foundation in visual, verbal and written communication. Other courses in the core help students develop skills in communication through media and give students insights into professional, theoretical, critical and historical aspects of the industry. Students take a mix of courses related to their interests in radio, TV/film, speech and performance communication, digital media, and public relations, and are encouraged to select minors based on their interests in these areas. Opportunities are available for student participation in performances; in print, online and broadcast journalism; and in radio, video and television productions. All students gain practical professional experience through required internships.

Program Objectives

The Media and Communication program gives students the knowledge and skills needed to become effective professional communicators.

The Media and Communication graduates ~~is~~ are expected to be able to achieve the following objectives:

1. to communicate effectively in person;
2. to communicate effectively through multiple media;
3. to analyze and critically evaluate messages produced in different media;
4. to identify and discuss historical, ethical and legal issues related to media and communication; and
5. to demonstrate potential to work as a professional in the field of media and communication.

The Digital Media Production Major

The Bachelor of Science (B.S.) in Digital Media Production degree program is designed to prepare students for careers in digital media content production and distribution. The program provides students with the theoretical and technical competence to create meaningful and effective audio-visual content, and offers practical, hands-on experience needed to be successful content creators in an ever-changing digital industry. The program also exposes students to the process of creative ideation and discovery, as well as production asset management and organization. Graduates will be prepared to start personal ventures, work for existing media outlets/companies, or work within corporate media departments. The Digital Media Production degree program aligns with existing South Carolina Career and Technical Education (CTE) Radio and TV programs.

Program Objectives

Graduates of the Media and Communication program are expected to be able to achieve the following objectives:

1. to communicate effectively in written communication and audio/video presentation;
2. to understand the fundamental concepts of teamwork and demonstrate the ability to work in teams;
3. to demonstrate a clear perception of media ethics;
4. to demonstrate industry standard knowledge in video, audio, media technology systems, basic production, broadcast design fundamentals, audience presentation, and media production software; and
5. to demonstrate problem solving skills.

Minors in Media and Communication

Students from any major may select minors in Film Studies, Media Writing, Public Relations, Speech and Performance, and Sports Media. Students interested in any of these minors should consult with Media and

Communication faculty as early in their academic careers as possible. A minor Media and Communication is open to students who are not pursuing a major in Media and Communication or Digital Media Production.

Film Studies Minor

Students must (1) work carefully with their advisors in choosing courses of study and (2) complete the 18-credit hours of study with a “C” or better in each course. Some upper-level courses may require instructor permission. Prerequisites include a “C” or better in ENGL 101 and ENGL 102. This minor is open to students from any major.

The minor requires 18 hours of coursework as follows:

MEDA 101: Understanding Media	3
HUMA 230: Studies in Humanities: History of the Cinema	3
HUMA 285: Introduction to Film Studies	3
MEDA 390: Scriptwriting	3
Six hours from the following:	6
ENGL 326: Cultural Studies in American Cinema	
ENGL 403: Special Topics in Film Studies	
MEDA 290: Practicum: Short Film Production	
MEDA 370: Documentary Films	
MEDA 371: International Films	
MEDA 372: Great Film Directors	
SPAN 320: Hispanic Cinema	

Note: ENGL and MEDA topics classes that are film related may be petitioned to substitute for one of the three-hour elective courses.

Media and Communication Minor

This minor is not open to Media and Communication majors. It requires a total of 18 hours of coursework as follows:

JOUR 201: Introduction to Journalism	3
MEDA 101: Understanding Media	3
MEDA 202: Radio Production	3
MEDA 310: Digital Video Production or MEDA 340: Television News Reporting	3
Six hours from the following:	6
JOUR 375: Feature and Magazine Writing	
MEDA 204: Communications Design	
MEDA 219: Communications Photography	
MEDA 290: Media Practicum or MEDA 490: Student Media Internship	
MEDA 301: Special Topics in Mass Communication	
MEDA 341: Introduction to Public Relations	
MEDA 351: Social Media	
MEDA 360: Writing for Multiple Media	
MEDA 410: Advanced Digital Video Production	
MEDA 450: Advanced Television Production	

Media Writing Minor

This minor requires 18 hours of coursework as follows (MEDA 101 is a prerequisite for many of the courses in this minor.):

JOUR 201: Introduction to Journalism	3
MEDA 261: Broadcast Writing	3
MEDA 360: Writing for Multiple Media	3
MEDA 490: Student Media Internship (Forum)	3
Six hours from the following	6
JOUR 302: Publication Design	
JOUR 375: Feature and Magazine Writing	

MEDA 342: PR Communications (prerequisite MEDA 341)
MEDA 390: Scriptwriting

Public Relations Minor

This minor requires 18 hours of coursework as follows (MEDA 101 is a prerequisite for many of the courses in this minor.):

JOUR 201: Introduction to Journalism	3
MEDA 341: Introduction to Public Relations	3
MEDA 342: PR Communications or MEDA 351: Social Media	3
MEDA 343: PR Cases and Campaigns	3
MEDA 421: Seminar in Media Law and Ethics	3
MEDA 490: Student Media Internship or MEDA 491: Internship in Media and Communication	3

Speech and Performance Minor

This minor requires 18 hours of coursework as follows:

MEDA 390: Scriptwriting	3
SPCH 101: Speech Fundamentals	3
SPCH 201: Voice and Diction	3
SPCH 302: Voice Acting	3
THTR 201: Theatre Appreciation	3
Three hours from the following:	3
THTR 200: Acting 1	
THTR 301: Special Topics in Theatre and Performance 300-level or above speech or theatre course	

Sports Media Minor

This minor requires 18 hours of coursework as follows (MEDA 101 is a prerequisite for many of the courses in this minor.):

JOUR 201: Introduction to Journalism or MEDA 360: Writing for Multiple Media	3
MEDA 200: Media Skills	3
MEDA 215: Sports Media and Society	3
MEDA 315: Multimedia Sports Journalism	3
MEDA 341: Introduction to Public Relations or MEDA 351: Introduction to Social Media	3
Three hours from the following:	3
HIST 344: Sports in American History	
MEDA 202: Radio Production	
MEDA 219: Communications Photography	
MEDA 261: Broadcast Writing	
MEDA 310: Digital Video Production	
MEDA 316: Topics in Sports Media	
MEDA 490: Student Media Internship, sports media	
MEDA 491: Internship in Media and Communication, sports media	
SOCI 356: Sociology of Sports and Leisure	
SPTM 302: Principles of Sports Marketing	

2022-2023 PROGRAM REQUIREMENTS

DEGREE: BACHELOR OF SCIENCE
MAJOR: DIGITAL MEDIA PRODUCTION

Credit Hours

UNIVERSITY REQUIREMENT

FALS 101: Fine Arts and Lecture Series (Temporarily suspended) 0

GENERAL EDUCATION REQUIREMENTS

(For approved courses, see General Education: www.lander.edu/gen-ed.)

A. Core Academic Skills (9 hours)

ENGL 101: Writing and Inquiry I 3
ENGL 102: Writing and Inquiry II 3
Mathematics 3

B. Humanities and Fine Arts

ART 101: Introduction to Art 3
SPCH 101: Speech Fundamentals 3

C. Behavioral and Social Perspectives

(6 hours selected from 2 different disciplines) 6

D. Scientific and Mathematical Reasoning

(7 hours selected from 2 different disciplines, 1 lab science required) 7

E. Founding Documents of the United States

HIST 111: United States History to 1877 or
POLS 101: American National Government 3

F. World Cultures

3

G. LINK 101: Leadership, Involvement, Networking and Knowledge

1
LINK 101 is required of all new transfer students who have earned less than 24 credit hours of college-level work and all first-time freshmen.

TOTAL GENERAL EDUCATION REQUIREMENTS 35

If all of the General Education requirements are met and/or waived, and the credit hours do not add up to at least 30, the General Education requirements are not complete. If below 30, additional General Education courses from any category must be taken until the total hours add up to at least 30 hours

MAJOR PROGRAM LOWER-LEVEL REQUIREMENTS

MEDA 101: Understanding Media 3
MEDA 110: Intro to Digital Media Production 3
MEDA 200: Media Skills 3
Writing Requirement: 3
MEDA 261: Broadcast Writing or
MEDA 390: Scriptwriting or
JOUR 201: Introduction to Journalism
MEDA 201: Foundations of Producing and Directing 3
MEDA 204: Communication Design 3
MEDA 219: Communication Photography 3
MEDA 202: Radio Production or
MEDA 209: Audio Production I 3

MAJOR PROGRAM UPPER-LEVEL REQUIREMENTS

MEDA 304: Broadcast Graphics	3
MEDA 310: Digital Video Production 1	3
MEDA 312: Advanced Audio Production	3
MEDA 350: Web Distribution	3
MEDA 410: Advanced Video Production	3
MEDA 421: Media Law and Ethics	3
MEDA 460: Emerging Media	3
MEDA 490: Student Media Internship or MEDA: 491 Internship in Media and Communication	3
MEDA 498: Digital Media Production Exit Project	2
MEDA 499: Capstone	1

MAJOR PROGRAM ELECTIVES

Students must take at least 9 hours of electives from 300- or 400- level related courses. 12
Study abroad courses with a production related focus can be substituted with the approval of the Dept. Chair.

ENGL 326 Cultural Studies in American Cinema
ENGL 403 Special Topics in Film Studies
MEDA 240 TV News Reporting
MEDA 301 Special Topics in Mass Communication
MEDA 315 Multimedia Sports Journalism
MEDA 342 Digital Cinematography
MEDA 370 Documentary Films
MEDA 371 International Films
MEDA 372 Great Film Directors
MEDA 401 Special Topics in Digital Media
MEDA 402 Short Film Production
MEDA 403 Advanced Broadcast Graphics
MEDA 450 TV Studio Production
*MEDA 490 or 491 Internship
SPAN 327 Hispanic Cinema in Translation
SPCH 302 Voice Acting
THTR 308 On-Camera Acting Techniques

*An additional internship can be used as an elective only after the Major Requirements have been met.

TOTAL MAJOR PROGRAM REQUIREMENTS	63
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ADDITIONAL ELECTIVES 22

TOTAL FOR BS DEGREE	120
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Students must earn a “C” or better in all program requirement courses and in ENGL 101 and ENGL 102.

Coursework must include at least 30 credit hours earned at 300-level or above, of which 12 credit hours must be in the major.

See 4-year major guides for recommended order in which to take courses
<https://www.lander.edu/academics/registrars-office/major-guides.html>

2022-2023 PROGRAM REQUIREMENTS

DEGREE: BACHELOR OF SCIENCE
MAJOR: MEDIA AND COMMUNICATION

Credit Hours

UNIVERSITY REQUIREMENT

FALS 101: Fine Arts and Lecture Series (Temporarily suspended) 0

GENERAL EDUCATION REQUIREMENTS

(For approved courses, see General Education: www.lander.edu/gen-ed.)

A. Core Academic Skills (9 hours)

ENGL 101: Writing and Inquiry I 3
ENGL 102: Writing and Inquiry II 3
Mathematics 3

B. Humanities and Fine Arts

(6 hours selected from 2 different disciplines) 6

C. Behavioral and Social Perspectives

(6 hours selected from 2 different disciplines) 6

D. Scientific and Mathematical Reasoning

(7 hours selected from 2 different disciplines, 1 lab science required) 7

E. Founding Documents of the United States

HIST 111: United States History to 1877 or
POLS 101: American National Government 3

F. World Cultures

3

G. LINK 101: Leadership, Involvement, Networking and Knowledge

1

LINK 101 is required of all new transfer students who have earned less than 24 credit hours of college-level work and all first-time freshmen.

TOTAL GENERAL EDUCATION REQUIREMENTS 35

If all of the General Education requirements are met and/or waived, and the credit hours do not add up to at least 30, the General Education requirements are not complete. If below 30, additional General Education courses from any category must be taken until the total hours add up to at least 30 hours

MAJOR PROGRAM CORE REQUIREMENTS

JOUR 201: Introduction to Journalism 3
MEDA 101: Understanding Media 3
MEDA 200: Media Skills 3
MEDA 202: Radio Production 3
MEDA 310: Digital Video Production 3
MEDA 341: Introduction to Public Relations 3
MEDA 421: Seminar in Media Law and Ethics 3
MEDA 460: Emerging Media 3
MEDA 499: Senior Capstone 1
SPCH 101: Speech Fundamentals 3
SPCH 201: Voice and Diction 3

MAJOR PROGRAM ADDITIONAL REQUIREMENTS

Writing (Choose 3 hours from the following) 3
JOUR 375: Feature and Magazine Writing

MEDA 360: Writing for Multiple Media	
MEDA 261: Broadcast Writing	
MEDA 390: Scriptwriting	
<u>Visual Communication</u> (Choose 3 hours from the following)	3
JOUR 302: Publication Design	
JOUR 203: Introduction to Web Design	
MEDA 204: Communications Design	
MEDA 219: Communications Photography	
<u>Internship or Practicum</u> (Choose 3 hours from the following)	3
MEDA 290: Media Practicum	
MEDA 490: Student Media Internship	
MEDA 491: Internship in Media and Communication	
THTR 490: Theatre Internship	
TOTAL MAJOR PROGRAM REQUIREMENTS	40
*ADDITIONAL ELECTIVES (Includes hours for required minor)	45
At least 14 credit hours may need to be 300-level or above	
The remaining hours may be at any level	
TOTAL FOR BS DEGREE	120

Students must earn a “C” or better in all program requirement courses and in ENGL 101 and ENGL 102.

*The Media and Communication major requires a minor. Students are encouraged to choose from five minors within the department (Film Studies, Media Writing, Public Relations, Speech and Performance, or Sports Media). Other minors or a second major require justification and approval by the faculty advisor and department chair.

Coursework must include at least 30 credit hours earned at 300-level or above, of which 12 credit hours must be in the major.

See 4-year major guides for recommended order in which to take courses
<https://www.lander.edu/academics/registrars-office/major-guides.html>