

DEPARTMENT OF MASS COMMUNICATIONS AND MEDIA STUDIES

The Department of Mass Communications and Media Studies offers a B.S. in Mass Communications and Media Studies with minors in Film Studies, Mass Communications, Public Relations, and Speech and Theatre. The goal is to prepare students to become powerful communicators.

THE MASS COMMUNICATIONS AND MEDIA STUDIES MAJOR

All Mass Communications and Media Studies majors begin 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 multiple media and give students insights into professional, theoretical, critical and historical aspects of the industry. From there, students have the flexibility to take upper-level courses related to their interests in radio, TV/film, speech and performance communication, digital media, and public relations. 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 and practicums.

PROGRAM OBJECTIVES

The Mass Communications and Media Studies program gives students the knowledge and skills needed to become effective professional communicators in their chosen field.

The Mass Communications and Media Studies graduate is 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 mass communications and media studies; and
- 5) to demonstrate potential to work as a professional in the field of mass communications and media studies.

Minors in Mass Communications and Media Studies

Students who are pursuing a major other than Mass Communications and Media Studies may pursue a minor in Mass Communications or Speech and Theatre. Students from any major may pursue a minor in Film Studies or Public Relations. Students interested in any of these minors should consult with Mass Communications and Media Studies faculty as early in their academic careers as possible.

FILM STUDIES MINOR

This minor is open to students from all majors. 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 permission of the instructor in addition to enrollment as a Film Studies Minor. Prerequisites include a "C" or better in ENGL 101 and ENGL 102.

The minor requires a total of 18 hours of coursework as follows:

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

Note: ENGL and MEDA topics classes that are film related may be petitioned to replace one of the elective nine hours.

MASS COMMUNICATIONS MINOR

This minor requires a total of 18 hours of coursework as follows:

MEDA 101	3
MEDA 302	3
MEDA 310 or MEDA 3403	
JOUR 201	3
Six hours from the following:	
JOUR 375	3
MEDA 204	3
ART 203 or MEDA 219	3
MEDA 290 or MEDA 4903	
MEDA 301	3
MEDA 341	3
MEDA 360	3
MEDA 410	3
MEDA 450	3

SPEECH AND THEATRE MINOR

This minor requires 18 hours of coursework as follows:

SPCH 101	3
SPCH 102	3
SPCH 201	3
THTR 201	3
THTR 304 or THTR 308	3
THTR 390	3

PUBLIC RELATIONS MINOR

Public relations is about building and maintaining positive reputations and relationships with audiences using a variety of communication strategies, tactics and media. This minor is designed both for students interested in entering the dynamic field of public relations and for those who realize that a PR background can benefit their other career choices. Typical job areas in this fast growing field include: media relations, community relations, corporate communications, governmental relations, crisis and reputation management, publicity, and special events.

The minor is open to students from all majors. Students must complete the 18-credit program of study as shown with a "C" or better in each course. Before enrolling in upper-level courses, students must:

- 1) Have completed 54 semester hours by the first day of class;
- 2) Have maintained an average GPA of 2.00 or above on all courses taken at Lander University; and
- 3) Have completed the following with a "C" or above: MEDA 101 and SPCH 101.

This minor requires a total of 18 hours of coursework as follows:

JOUR 201	3
MEDA 341	3
MEDA 342	3
MEDA 343	3
MEDA 421	3
MEDA 490	3

In order to have familiarity with statistics and social science research methods used in the public relations field, students are strongly encouraged to take BA 101, MATH 211 and SOCI 101 as electives or general education requirements.

2018-2019 PROGRAM REQUIREMENTS

DEGREE: BACHELOR OF SCIENCE
MAJOR: MASS COMMUNICATIONS AND MEDIA STUDIES

Credit Hours

GENERAL EDUCATION REQUIREMENTS

(For approved courses see the [General Education section](#).)

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|-----------|---|---|
| A. | Humanities and Fine Arts
(6 hours selected from 2 different disciplines) | 6 |
| B. | Behavioral and Social Perspectives
(6 hours selected from 2 different disciplines) | 6 |
| C. | Scientific and Mathematical Reasoning
(7 hours selected from 2 different disciplines, 1 lab science required) | 7 |
| D. | Core Academic Skills | |
| | ENGL 101 | 3 |
| | ENGL 102 | 3 |
| | Mathematics | 3 |
| | Foreign Language | 3 |
| | LINK 101 | 1 |
| | FALS 101 (15 FALS-approved events) | 0 |
| E. | General Education Electives
A sufficient number of additional General Education Electives must be taken to meet a total of 42 hours of General Education Requirements.
(Select from categories A, B, or C; Global Issues and Cultures; Foreign Language; or courses approved for category E) | |

Δ **Global Issues and Cultures:** Students are required to take at least one of these courses prior to graduation.

TOTAL GENERAL EDUCATION REQUIREMENTS		42
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MAJOR PROGRAM CORE REQUIREMENTS

MEDA 101		3
MEDA 200		3
JOUR 201		3
MEDA 210		3
MEDA 219		3
MEDA 302		3
MEDA 341		3
MEDA 360		3
SPCH 101		3
SPCH 102		3
SPCH 201		3

MAJOR PROGRAM ADDITIONAL REQUIREMENTS

Writing (ENG 275 or JOUR 375 or THTR 390)		3
Visual Communication (JOUR 302 or JOUR 303 or MEDA 204)		3
Internship or Practicum (MEDA 290 or MEDA 490 or THTR 490)		3
MEDA 310		3
MEDA 421		3
MEDA 460		3
MCOM 499		1

MAJOR PROGRAM ELECTIVES (Select 12 hours)	
MEDA 301	3
MEDA 312	3
MEDA 342	3
MEDA 343	3
MEDA 345	3
MEDA 350	3
MEDA 351	3
MEDA 410	3
MEDA 450	3
THTR 304	3
THTR 308	3
300- or 400-level JOUR, MEDA or THTR class	3
TOTAL MAJOR PROGRAM REQUIREMENTS	64
ADDITIONAL ELECTIVES	14
TOTAL FOR BS DEGREE	120

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

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

See 4-year major guides for recommended order in which to take courses

<http://www.lander.edu/Academics/Registrar-Office/Resources/Major-Guides.aspx>.