

DEPARTMENT OF MEDIA AND COMMUNICATION

The Department of Media and Communication offers a B.S. in Media and Communication with minors in Film Studies, Media and Communication, Media Writing, Public Relations, Speech and Performance, and Sports Media. Students in the major are required to select a minor, which may be one of these five (except for Media and Communication) 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 outside the major.

The Media and Communication Major

All students majoring in Media and Communication 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 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.

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 outside the Media and Communication major.

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 302: 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 360: Writing for Multiple Media | 3 |
| MEDA 361: Broadcast Writing | 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 | 3 |
| or MEDA 360: Writing for Multiple Media | |
| MEDA 200: Media Skills | 3 |
| MEDA 215: Sports Media and Society | 3 |
| MEDA 315: Multimedia Sports Journalism | 3 |
| MEDA 341: Introduction to Public Relations | 3 |
| or MEDA 351: Introduction to Social Media | |
| Three hours from the following: | 3 |
| HIST 344: Sports in American History | |
| MEDA 219: Communications Photography | |
| MEDA 302: Radio Production | |
| MEDA 310: Digital Video Production | |
| MEDA 316: Topics in Sports Media | |
| MEDA 361: Broadcast Writing | |
| 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 | |

2021-2022 PROGRAM REQUIREMENTS

DEGREE: BACHELOR OF SCIENCE
MAJOR: MEDIA AND COMMUNICATION

Credit Hours

UNIVERSITY REQUIREMENT

FALS 101: Fine Arts and Lecture Series 0

GENERAL EDUCATION REQUIREMENTS

(For approved courses, see the 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**
(6 hours selected from 2 different disciplines)
- C. Behavioral and Social Perspectives 6**
(6 hours selected from 2 different disciplines)
- D. Scientific and Mathematical Reasoning 7**
(7 hours selected from 2 different disciplines, 1 lab science required)
- E. Founding Documents of the United States 3**
HIST 111: United States History to 1877 or
POLS 101: American National Government
- 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 302: 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 |
| ENGL 275: Business Writing | |
| JOUR 375: Feature and Magazine Writing | |
| MEDA 360: Writing for Multiple Media | |
| MEDA 361: Broadcast Writing | |
| MEDA 390: Scriptwriting | |
| Visual Communication (Choose 3 hours from the following) | 3 |
| JOUR 302: Publication Design | |
| JOUR 303: Introduction to Web Design | |
| MEDA 204: Communications Design | |
| MEDA 219: Communications Photography | |
| Internship or Practicum (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/resources/major-guides>