

MEDIA STUDIES - BACHELOR OF ARTS (BA)

The Bachelor of Arts in media studies program emphasizes the creative and analytical skills needed to make sense of current and future trends in media, and to gain a deep understanding of the history and development of various means and forms of communication.

Explorations of media theory, history, criticism, practices, popular culture, technology and emerging cultures are enhanced by practical training in media design, storytelling, digital art, online community engagement, documentary filmmaking and social media.

Requirements

Required Courses and Credits

Students pursuing the BA in media studies complete 12 courses, for 36 credit hours. MDST requires an internship (3 credit hours; MDST 4931) in a field of the student's choice, and a capstone course (3 credit hours; MDST 4221 or MDST 4401), both usually completed in the senior year.

Code	Title	Credit Hours
MDST Core		
Required Courses		
MDST 1001	Foundations of Media Studies	3
MDST 1002	Introduction to Social Media	3
MDST 2002	Media and Communication History	3
MDST 3001	Media Research	3
MDST 3002	Digital Culture and Politics	3
MDST 4221	Media Technology and Cultural Change	3
or MDST 4401	Fan and Audience Studies	
MDST 4931	Internship	3
Students would then take six hours of Media Practice courses offered by MDST, other departments or programs in CMCI or departments outside CMCI. ¹		6
Electives/Areas of Concentration		
Select three courses from any of the following: ²		9
Media, Technology & Society		
MDST 2010	Media and Social Movements	
MDST 2011	Disruptive Entrepreneurship in the Internet's New Economies	
MDST 2012	Hacker Culture	
MDST 2021		
MDST 3331	Sports-Media Complex	
MDST 3341	Designing Alternative Media Platforms	
MDST 3401	Media, Food and Culture	
MDST 3711	Media and Popular Culture	
MDST 4111	Crime, Media and Contemporary Culture	
MDST 4331	Gender, Race, Class, and Sexuality in Popular Culture	
MDST 4361	TV and the Family in American Culture and Society	
MDST 4371	Media and Religion	
MDST 4372	Islam, Pop Culture and Media	

MDST 4601	Media Law, Policy and Ethics
Global Media Industries & Culture	
MDST 2001	Introduction to Global Media
MDST 2010	Media and Social Movements
MDST 3201	Media, Culture and Globalization
MDST 3321	Media Industries and Economics
MDST 3331	Sports-Media Complex
MDST 3401	Media, Food and Culture
MDST 4211	Asian Media and Culture
MDST 4371	Media and Religion
MDST 4372	Islam, Pop Culture and Media
MDST 4601	Media Law, Policy and Ethics
Advocacy, Entrepreneurship & Social Change	
MDST 2010	Media and Social Movements
MDST 2011	Disruptive Entrepreneurship in the Internet's New Economies
MDST 2012	Hacker Culture
MDST 2031	Documentary and Social Change
MDST 3321	Media Industries and Economics
MDST 3341	Designing Alternative Media Platforms
MDST 3401	Media, Food and Culture
MDST 3711	Media and Popular Culture
MDST 3791	Media and the Public
MDST 4231	Youth Media: Culture and Politics
MDST 4601	Media Law, Policy and Ethics
Self-Designed Concentration	
Total Credit Hours	36

¹ The Media Practice component consists of courses involving hands-on work in the CMCI Departments of Advertising, Public Relations and Media Design; Journalism; Information Science or Critical Media Practices; or in the Creative Technology and Design program in ATLAS. Courses meeting this requirement include: MDST 1003, MDST 2010, MDST 2011, MDST 2012, MDST 2031, MDST 2032, MDST 3341, MDST 4003, ATLS 1300, ATLS 2000, ATLS 2100, ATLS 2200, ATLS 2300, CMDP 2500, CMDP 2860, CMDP 2870, CMDP 3510, CMDP 3600, CMDP 3610, CMDP 3620, CMDP 3700, CMDP 3720, CMDP 3810, CMDP 3820, CMDP 3830, CMDP 3840, CMDP 3860, CMDP 4610, CMDP 4620, CMDP 4640, CMDP 4900, INFO 1111, INFO 1121, INFO 4602, JRNL 2001, JRNL 3102, JRNL 3552, JRNL 3614 and JRNL 3644.

² The concentrations represent the priorities and specialities of the MDST curriculum, but students work with faculty to develop their own concentrated emphasis from available electives (to help determine which courses may or may not need to be available).

Secondary Area of Study

In addition to coursework required for the major, all students in MDST must complete a secondary area of study outside of MDST. This secondary area of study can be met by any of the following: a minor, a second major within CMCI, a double degree or any credit-based certificate program of at least 12 credit hours.

Sample Four-Year Plan of Study

Course	Title	Credit Hours
Year One		
Fall Semester		
CMCI 1040	Foundational Concepts and Creativity in Media, Communication and Information (Foundational Concepts and Creativity in Media, Communication and Information)	4
or CMCI Core or Elective (3 credit hours)		
MDST 1001	Foundations of Media Studies	3
Quantitative Thinking		3
Lower Division Writing		3
Credit Hours		13
Spring Semester		
CMCI Core or Elective		
or CMCI 1040 (4 credit hours)		
MDST 1002	Introduction to Social Media	3
CMCI Core Computing		3
CMCI Core or elective (P/S; H & A; Hist V; Div & Global)		6
Credit Hours		15
Year Two		
Fall Semester		
MDST 2002	Media and Communication History	3
CMCI Core (Natural World)		3
CMCI Core or elective (P/S; H & A; Hist V; Div & Global)		7
Secondary Area		3
Credit Hours		16
Spring Semester		
Media Practice course		3
CMCI Core (Natural Work w/Lab)		4
CMCI Core or elective (P/S; H & A; Hist V; Div & Global)		6
Secondary Area		3
Credit Hours		16
Year Three		
Fall Semester		
MDST 3001	Media Research	3
Media Practice course		3
CMCI core or elective (P/S; H & A; Hist V; Div & Global)		6
Secondary Area		3
Credit Hours		15
Spring Semester		
MDST 3002	Digital Culture and Politics	3
Area of Media Concentration		6
CMCI Core or elective (P/S; H & A; Hist V; Div & Global)		3
Secondary Area		3
Credit Hours		15
Year Four		
Fall Semester		
MDST 4221 or MDST 4401 capstone course		3
Area of Media Concentration		3
CMCI Core or elective (P/S; H & A; Hist V; Div & Global)		3

Secondary Area	6	
Credit Hours	15	
Spring Semester		
MDST 4931	Internship	3
CMCI Core or elective (P/S; H & A; Hist V; Div & Global)		9
Secondary Area		3
Credit Hours		15
Total Credit Hours		120

Learning Outcomes

Upon completing the program, students will have:

- Awareness of communication and power within and across networks.
- An understanding of the historic and contemporary systems of inequity across social identities, nationalities, socioeconomic class and the role of media, communication and information in both creating and addressing them.
- Competence to conduct research using at least one method appropriate to media research.
- The ability to produce compelling and effective problem-solving in their given fields.