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.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MDST Core Required Courses</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MDST 1001</td>
<td>Foundations of Media Studies</td>
<td>3</td>
</tr>
<tr>
<td>MDST 1002</td>
<td>Introduction to Social Media</td>
<td>3</td>
</tr>
<tr>
<td>MDST 2002</td>
<td>Media and Communication History</td>
<td>3</td>
</tr>
<tr>
<td>MDST 3001</td>
<td>Media Research</td>
<td>3</td>
</tr>
<tr>
<td>MDST 3002</td>
<td>Digital Culture and Politics</td>
<td>3</td>
</tr>
<tr>
<td>MDST 4221</td>
<td>Media Technology and Cultural Change</td>
<td>3</td>
</tr>
<tr>
<td>or MDST 4401</td>
<td>Fan and Audience Studies</td>
<td></td>
</tr>
<tr>
<td>MDST 4931</td>
<td>Internship</td>
<td>3</td>
</tr>
</tbody>
</table>

Students would then take six hours of Media Practice courses offered by MDST, other departments or programs in CMCI or departments outside CMCI. 1

Electives/Areas of Concentration

Select three courses from any of the following: 2

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>MDST 2010</td>
<td>Media and Social Movements</td>
</tr>
<tr>
<td>MDST 2011</td>
<td>Disruptive Entrepreneurship in the Internet's New Economies</td>
</tr>
<tr>
<td>MDST 2012</td>
<td>Hacker Culture</td>
</tr>
<tr>
<td>MDST 2032</td>
<td>Visual Literacies &amp; Design</td>
</tr>
<tr>
<td>MDST 2046</td>
<td>Future Histories of Technology</td>
</tr>
<tr>
<td>MDST 3021</td>
<td>Comic Books: Culture and Industry</td>
</tr>
<tr>
<td>MDST 3101</td>
<td>History of Computing and Information</td>
</tr>
<tr>
<td>MDST 3022</td>
<td>Social Media Cultures</td>
</tr>
<tr>
<td>MDST 3331</td>
<td>Sports-Media Complex</td>
</tr>
<tr>
<td>MDST 3341</td>
<td>Designing Alternative Media Platforms</td>
</tr>
<tr>
<td>MDST 3401</td>
<td>Media, Food and Culture</td>
</tr>
<tr>
<td>MDST 3711</td>
<td>Media and Popular Culture</td>
</tr>
<tr>
<td>MDST 4231</td>
<td>Youth Media: Culture and Politics</td>
</tr>
<tr>
<td>MDST 4003</td>
<td>Digital Media Production and Design</td>
</tr>
<tr>
<td>MDST 4601</td>
<td>Media Law, Policy and Ethics</td>
</tr>
<tr>
<td>MDST 4841</td>
<td>Undergraduate Independent Study</td>
</tr>
<tr>
<td>MDST 4871</td>
<td>Special Topics</td>
</tr>
</tbody>
</table>

Self-Designed Concentration

Total Credit Hours 36

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>MDST 4311</td>
<td>Mass Communication Criticism</td>
</tr>
<tr>
<td>MDST 4331</td>
<td>Gender, Race, Class, and Sexuality in Popular Culture</td>
</tr>
<tr>
<td>MDST 4361</td>
<td>TV and the Family in American Culture and Society</td>
</tr>
<tr>
<td>MDST 4371</td>
<td>Media and Religion</td>
</tr>
<tr>
<td>MDST 4372</td>
<td>Islam, Pop Culture and Media</td>
</tr>
<tr>
<td>MDST 4401</td>
<td>Fan and Audience Studies</td>
</tr>
<tr>
<td>MDST 4402</td>
<td>Transmedia Worldbuilding</td>
</tr>
<tr>
<td>MDST 4601</td>
<td>Media Law, Policy and Ethics</td>
</tr>
<tr>
<td>MDST 2001</td>
<td>Introduction to Global Media</td>
</tr>
<tr>
<td>MDST 2010</td>
<td>Media and Social Movements</td>
</tr>
<tr>
<td>MDST 3201</td>
<td>Media, Culture and Globalization</td>
</tr>
<tr>
<td>MDST 3321</td>
<td>Media Industries and Economics</td>
</tr>
<tr>
<td>MDST 3331</td>
<td>Sports-Media Complex</td>
</tr>
<tr>
<td>MDST 3401</td>
<td>Media, Food and Culture</td>
</tr>
<tr>
<td>MDST 4211</td>
<td>Asian Media and Culture</td>
</tr>
<tr>
<td>MDST 4241</td>
<td>Visual Culture and Human Rights</td>
</tr>
<tr>
<td>MDST 4371</td>
<td>Media and Religion</td>
</tr>
<tr>
<td>MDST 4341</td>
<td>International Media and Global Crises</td>
</tr>
<tr>
<td>MDST 4372</td>
<td>Islam, Pop Culture and Media</td>
</tr>
<tr>
<td>MDST 4601</td>
<td>Media Law, Policy and Ethics</td>
</tr>
<tr>
<td>MDST 1009</td>
<td>Truth, Beauty, and Conspiracy</td>
</tr>
<tr>
<td>MDST 1003</td>
<td>Critical Media Literacies</td>
</tr>
<tr>
<td>MDST 2010</td>
<td>Media and Social Movements</td>
</tr>
<tr>
<td>MDST 2011</td>
<td>Disruptive Entrepreneurship in the Internet's New Economies</td>
</tr>
<tr>
<td>MDST 2012</td>
<td>Hacker Culture</td>
</tr>
<tr>
<td>MDST 2031</td>
<td>Documentary and Social Change</td>
</tr>
<tr>
<td>MDST 3321</td>
<td>Media Industries and Economics</td>
</tr>
<tr>
<td>MDST 3341</td>
<td>Designing Alternative Media Platforms</td>
</tr>
<tr>
<td>MDST 3401</td>
<td>Media, Food and Culture</td>
</tr>
<tr>
<td>MDST 3711</td>
<td>Media and Popular Culture</td>
</tr>
<tr>
<td>MDST 3791</td>
<td>Media and the Public</td>
</tr>
<tr>
<td>MDST 4231</td>
<td>Youth Media: Culture and Politics</td>
</tr>
<tr>
<td>MDST 4003</td>
<td>Digital Media Production and Design</td>
</tr>
<tr>
<td>MDST 4601</td>
<td>Media Law, Policy and Ethics</td>
</tr>
<tr>
<td>MDST 4841</td>
<td>Undergraduate Independent Study</td>
</tr>
<tr>
<td>MDST 4871</td>
<td>Special Topics</td>
</tr>
</tbody>
</table>

Self-Designed Concentration

Total Credit Hours 36

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>MDST 4111</td>
<td>Crime, Media and Contemporary Culture</td>
</tr>
<tr>
<td>MDST 4121</td>
<td>Deconstructing Disney: Mediated American Mythology</td>
</tr>
</tbody>
</table>
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 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 3800
- CMDP 4610
- CMDP 4620
- CMDP 4640
- CMDP 4900
- INFO 1111
- INFO 1121
- INFO 4602
- JRNL 2001
- JRNL 3102
- JRNL 3552
- JRNL 3614
- JRNL 3644.

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

Year One
Fall Semester
CMCI 1040 Foundational Concepts and Creativity in Media, Communication and Information (4 credit hours)

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 3
MDST 1002 Introduction to Social Media 3
CMDP Core Computing 3
CMDP Core 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

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.