

# Media and Communication Studies

**DIRECTOR**

Jason Loviglio  
Associate Professor of  
American Studies

**LECTURER**

Donald Snyder

*Courses in this program are listed under MCS*

---

The program in media and communication studies is a distinctive, interdisciplinary program that emphasizes a broad liberal arts approach toward the teaching of critical media literacy, intercultural communication and new digital media skills. These skills include a critical understanding of the emerging forms of digital technologies of communication, information, surveillance and entertainment. Students will learn how to integrate new communicative practices into their traditional liberal arts education.

The program uses materials and methodologies from various disciplines. It also emphasizes learning through seminar experiences and independent projects. The emphasis in the core curriculum on applied experience, undergrad research, critical thinking and interdisciplinary approaches to study of media is part of the program's fundamental liberal arts orientation. Core courses build one upon the other, developing students' critical skills, historical background and theoretical sophistication so that they gradually move from cursory understanding of media and communication to increasingly sophisticated understanding of the social, political, economic and cultural issues at stake in how and where human communication occurs.

The elective courses, which are drawn from American studies, English, modern languages and linguistics, visual arts, along with several other departments and programs across the College of Humanities, Arts and Social Sciences, reinforce the commitment to a broad liberal arts education. Students choose electives from a broad set of choices in three areas: critical media literacy, intercultural communication and technology and applied communication.

**Career and Academic Paths**

- ◆ Advertising
- ◆ Broadcasting
- ◆ Communications
- ◆ Gaming
- ◆ Education
- ◆ Journalism
- ◆ Law
- ◆ Marketing
- ◆ Public history and culture: museums and cultural institutions
- ◆ Public policy
- ◆ Public relations
- ◆ Social and public service
- ◆ Social work
- ◆ Web development

Through the combination of applied learning experiences, a required depth-of-field area of study, and capstone research project, students are well-prepared for many academic and professional fields of study.

**Bachelor of Arts (33 credits)**

**CORE (15 credits)**

- \* MCS 222  
Introduction to Media and Communication Studies
- \* Two courses on theoretical approaches and methods

MCS 333  
History and Theory of Mass Communication and Media Studies

**PLUS** one of the following:

- AMST 334  
Theories of Media and Culture
- ENGL 324  
Theories of Communication and Technology
- ART 215  
Introduction to Art and Media Studies
- MLL 305  
Introduction to Intercultural Communication

\* *Required Applied Experience*  
MCS 404  
Internship  
(Internships can be completed as part of the study abroad experience.)

\* *Capstone seminar:*  
A project emphasizing scholarly research, creative production, or both.

MCST 499

**Three Elective Areas (18 credits)**

See list of recommended course sequences for each area below

**B.A. students must choose two courses from each area:**

**Critical Media Studies**

Coursework on the cultural history of specific media, critical media analysis, industry analysis, audience studies and special topics in media genres

**Intercultural Communication**

Coursework on intercultural communication; race, gender, ethnicity, social class and media; comparative studies and media; U.S. media in global perspective

**New Media and Applied Communication**

Coursework in video, audio and digital production; Web content design; technical writing; journalism and oral communication

*Additional Information:*

**Writing Intensive Requirement**

Two courses designated "writing intensive" must be taken in addition to GEP requirements. These additional courses may be drawn from required coursework in the core or elective areas.

**Depth of Field Requirement**

A required major, minor, or certificate

**Counting Credits**

A total of nine credits towards the completion of the major may be "double counted" towards the completion of an additional major, minor or certificate.

**Capstone**

MCST students double-majoring in a discipline that requires a capstone course may be able to satisfy this requirement with the other capstone course, provided that, in the opinion of the director, the subject matter and methods are relevant to the study and/or practice of media and communications.

# 138 MEDIA AND COMMUNICATION STUDIES

## Statement on Study of Foreign Languages

A knowledge of at least one foreign language and familiarity with foreign cultures are important for understanding media and communications under the conditions of globalization in the 21st century. Beyond the language and culture requirements of the General Education Program, therefore, MCST students are strongly encouraged to study a foreign language to at least the 202 level (with appropriate exemptions made for native speakers of languages other than English). Study abroad is also strongly encouraged, for it can provide not only understanding of another culture but also important perspectives on U.S. culture and media.

## Certificate (21 Credits)

### CORE (12 credits)

\*MCST 222:  
Introduction to Media and Communication Studies

\*Two courses on Theoretical Approaches and Methods

MCST 333:  
History and Theory of Mass Communication and Media Studies

PLUS one of the following:

AMST 334:  
Theories of Media and Culture

ENGL 324:  
Theories of Communication and Technology

ART 215:  
Introduction to Art and Media Studies

MLL 305:  
Introduction to Intercultural Communication

\* Required Applied Experience  
MCST 404  
(Internship)

### Three Areas (9 credits)

Certificate students take all nine credits in only one of the areas:

#### Critical Media Studies

Coursework on the cultural history of specific media, critical media analysis, industry analysis, audience studies and special topics in media genres

#### Intercultural Communication

Coursework on intercultural communication; race, gender, ethnicity, social class, and media; comparative studies and media; US media in global perspective

#### New Media and Applied Communication

Coursework in video, audio, and digital production; web content design; technical writing; journalism and oral communication

*Additional Information:*

#### Writing Intensive Requirement

One course designated "writing intensive" must be taken in addition to GEP requirements. These additional courses may be drawn from required coursework in the Core or Elective areas.

#### Counting Credits

A total of nine credits towards the completion of the certificate may be "double counted" towards the completion of an additional major, minor, or certificate.

#### Suggested Course Sequences for MCST Areas 1 (At least nine of the 18 credits must be at the 300 or 400 level)

##### 1. Critical Media Studies

*Suggested course sequences:*

AFST 205  
Contemporary Black Popular Culture

AND  
AFST 245  
Introduction to Black Music

AFST 245  
Introduction to Black Music  
AND  
MUSC 214  
History of Jazz

AMST 320  
Television in American Culture  
AND  
AMST 321  
Radio in American Culture

AMST 320  
Television in American Culture  
AND  
AMST 322  
American Society and Culture in Film

AMST 325  
Studies in American Popular Culture  
OR  
AMST 100  
Introduction to American Studies

AND  
AMST 320, 321, 322,  
357, 372, 374

AMST 325  
Studies in Popular Culture  
AND  
SOCY/ANTH 416  
Cyberspace Culture  
OR  
SOCY 397  
Special Topics: Media and Society

OR  
AFST 205  
Contemporary Black Popular Culture  
OR  
GWST 322  
Women and the Media

ANTH 211  
Cultural Anthropology  
AND  
SOCY/ANTH 416  
Cyberspace, Culture, and Society

ART 220  
Art History I  
AND  
ART 221  
Art History II

ART 324  
History of Film: Origins to 1965  
AND  
ART 325  
History of Film and Video 1965-Present

ART 324 (or 325)  
AND  
AMST 322  
American Society and Culture in Film

ART 321  
19th-Century Art  
AND  
ART 323  
20th-Century Art

ART 324  
History of Film: Origins to 1965  
AND  
ART 342  
Film/Video Theory and Criticism

ART 224 (or 225)  
AND  
ART 343  
History of Animation)

ART 326  
History of Photo 1  
AND  
ART 327  
Contemporary Directions in Photography

ENGL 332  
Literature of Non-fiction

MUSC 336  
The Beatles  
AND  
MUSC 330  
Popular Musics of the non-Western World

MUSC 217  
Rock: 1950-Present  
AND  
MUSC 330  
Popular Musics of the non-Western World

MUSC 230  
Music of the World

**AND**

MUSC 480  
Topics in Music, Art and Society\*

POLI 433  
First Amendment  
Freedoms

THTR 210 and THTR 211  
History of Theatre I and II

VPA 225  
Ideas in the Arts

**AND**

VPA 325  
International Women  
Directors

GWST 310  
Gender and Inequality

**AND**

GWST 322  
Women and the Media

**2. Intercultural  
Communication**

*Suggested course sequences*

AMST 200  
Multicultural America

**AND**

AMST 352  
U.S. in Global Perspective

AMST 352  
US in Global Perspective

**AND**

AMST 380  
Community in America

ANTH 211  
Cultural Anthropology

**AND**

ANTH 310  
Ethnographic Film

MLL 230  
World Language  
Communities

**AND**

MLL 425  
Intercultural and Cross-  
cultural Communication

MLL 230 World Language  
Communities

**AND**

MLL 250  
Introduction to the  
French-Speaking World

**OR**

MLL 270  
Introduction to Russian  
Culture and Civilization

**OR**

MLL 271  
Introduction to Modern  
Russian Civilization and  
Culture

**OR**

MLL 280  
Introduction to the  
Spanish-Speaking World

MLL 263  
Popular Music and  
National Identity in  
German-Speaking  
Countries

**AND**

MLL 332  
Introduction to German  
Cultural Thought

MLL 320  
International Women  
Directors

**AND**

GWST 322  
Women and the Media

AMST 200 and MLL 306  
Intercultural  
Communications: Issues  
Confronting Immigrant and  
Heritage Communities

MLL 190  
The World of Language I

**OR**

MLL 191  
The World of Language II

**AND**

MLL 301  
Textual Analysis: Words,  
Images, Music

MLL 310  
Intercultural Studies of  
International Film

**AND**

HIST 371  
History and Film

MLL 213  
Film and Society in Spain

**OR**

MLL 218  
Film and Society in Latin  
America

**OR**

RUSS 315  
Studies in Russian Film

**AND**

MLL 310  
Intercultural Studies of  
International Film

MLL 406  
History and Theory of  
Intercultural Media

**AND**

MLL 495  
Intercultural Video  
Production

POLI 260  
Comparative Politics

**AND**

POLI 280  
International Politics

SOCY 211  
Diversity and Pluralism

**AND**

MLL 305  
Introduction to Intercultural  
Communication

**3. New Media and Applied  
Communication**

*Suggested course sequences*

ART 100  
Introduction to Imaging  
Arts: Photography, Film,  
Video and Computer Art

**AND**

ART 210  
Visual Concepts I—2  
Dimensions

ART 210 and ART 211  
Visual Concepts II—  
Camera Vision

ART 210 (or 211)

**AND**

ART 315  
Video I

ART 210 (or 211)

**AND**

ART 331  
Graphic Design

ART 210 (or 211)

**AND**

ART 395  
Television Production  
Techniques I

ART 395 and ART 396  
Television Production  
Techniques II

ENGL 380  
Intro to News Writing

**AND**

ENGL 382  
Feature Writing

ENGL 380  
Intro to News Writing

**AND**

ENGL 480  
Seminar in Advanced  
Journalism

ENGL 391  
Advanced Exposition and  
Argumentation

**OR**

ENGL 393  
Technical Writing

**AND**

ENGL 387  
Web Content Development

ENGL 393 and ENGL 394  
Technical Editing

MLL 406  
History and Theory of  
Intercultural Media

**AND**

MLL495  
Intercultural Video  
Production

MCST 397  
Participatory Media and  
Personal Broadcasting

SPCH 100  
Public Communication

**AND**

SPCH 210  
Interpersonal  
Communication

**for Music majors only:**

MUSC 218  
Recording Technology Lab

**AND**

MUSC 219  
Studio Recording