

## Media Arts and Studies

### Coursework Requirements Curriculum Checksheet

The M.A. concentration in Media Arts and Studies is designed to immerse students in the technological, creative, societal, research and analytical considerations of our globalized, multi-platform, multi-screen media environment. Students matriculating through the program will demonstrate a strong foundation in digital media technology and its applications, along with research and analysis skills that will grant them flexibility to enter a broad range of professional and creative environments, as well as a foundation for potential doctoral work. The concentration offers electives in media storytelling and production, media studies, media entrepreneurship and management, and media in strategic and applied communication; enabling students to design a program to specifically meet their needs and goals, and the opportunity to explore creative and scholarly approaches to multiple screens. Students may complete the M.A. in Media Arts and Studies with a minimum of 30 credits.

#### **One required course:**

COM 7000: Introduction to M.A. Studies in Communication (3 cr) \_\_\_\_\_

#### **Two foundational requirements:**

COM 5520: International Communications (3 cr) \_\_\_\_\_

COM 6050: New Media Practices (3 cr) \_\_\_\_\_

#### **One theory course:**

COM 6270: New Media Theory (3 cr) \_\_\_\_\_

COM 7520: Theories of Media Effects (3 cr) \_\_\_\_\_

COM 7530: Critical Mass Communication Theory (3 cr) \_\_\_\_\_

COM 7610: Feminist Media Theory (3 cr) \_\_\_\_\_

#### **One required research method course:**

COM 6530: Audience Measurement and Survey Techniques (3 cr) \_\_\_\_\_

COM 7260: Quantitative Research Methods in Communication (3 cr) \_\_\_\_\_

COM 7360: Qualitative Research Methods in Communication (3 cr) \_\_\_\_\_

COM 7365: Ethnographic Methods for Communication Research (3 cr) \_\_\_\_\_

COM 7580: Content Analysis (3 cr) \_\_\_\_\_

#### **One creative course (to be selected in consultation with a faculty advisor):**

COM 5350: Media Production (3 cr) (*bridge course for students with no recent digital production experience*)

*Students with recent production experience should selected one of the following:*

COM 5380: Video Field Production and Editing (3 cr) \_\_\_\_\_

COM 5400: Techniques in Film and Video Production (narrative production) \_\_\_\_\_

COM 5610: Advanced TV Production (3 cr) \_\_\_\_\_

COM 6090: Digital Screen Media (3 cr) \_\_\_\_\_

COM 6410: Allesee Master Class (3 cr) \_\_\_\_\_

COM 7270: Advanced Screenwriting (3 cr) \_\_\_\_\_

COM 7420: Seminar in Directing (3 cr) \_\_\_\_\_

#### **One of the following capstone plan options:**

##### **Plan A: Thesis**

COM 8999: Master's Thesis Research and Direction (6 cr)

*Thesis credits are distributed across two or three semesters.*

Elective courses, selected in consultation with Adviser (6 cr)

##### **Plan B: Essay**

COM 7999: Master's Essay/Project Direction (3 cr)

Elective courses, selected in consultation with Adviser (9 cr)

***Plan C: Coursework Only***

Elective courses, selected in consultation with Adviser (12 cr)

**Minimum total credits: 30**

### **\*Recommended Electives**

(Groupings are for ease in content identification only. Electives should be selected in consultation with an advisor and may include other graduate level courses related to the student's field of study, including those outside of the department.)

#### *Storytelling/Production Electives:*

COM 5380—Video Field Production and Editing  
COM 5381—TV News Reporting and Digital Editing  
COM 5384 – Topics in Production and Digital Eding  
COM 5390—Digital Animation  
COM 5400—Techniques in Film and Video Production  
COM 5410—Producers Workshop  
COM 5440—Film, Cinematography & Lighting  
COM 5610—Advanced Television Production  
COM 6090—Digital Screen Media  
COM 6390—Documentary Storytelling 1  
COM 6410—Allesee Master Class  
COM 6680 – Directed Projects in Film & Media  
COM 7270—Advanced Screenwriting  
COM 7380—Advanced Media Editing  
COM 7390—Documentary Storytelling 2  
COM 7420—Seminar in Directing

#### *Film/Media Studies Electives:*

COM 5010—History of Communication Technologies  
COM 5020—Topics in Film History  
COM 5060—Documentary and Non-Fiction Film and Television  
COM 5070 – Culture, Communication, and Media  
COM 5330—Rhetoric of Visual Culture  
COM 5510—Societal Effects of New Technologies  
COM 5540—Film Criticism and Theory  
COM 6310—Allesee Lectures in Media  
COM 7500—Seminar in Mass Media COM

COM7520—Theories of Media Effects  
COM 7590 –Criticism of Mass Media  
COM 7610—Feminist Media Theory and Criticism  
COM 7700—Mass Media and Political Communication

#### *Media Management/Strategic Communication Electives:*

FPC 5025—Entrepreneurship in the Arts  
COM 5130—Communication and Social Marketing  
COM 5410—Producers Workshop  
COM 5600 – Strategic Communication in Nonprofit and the Arts Organization  
COM 6530—Audience Measurement and Survey Techniques  
COM 6220—Dispute Resolution and Communication Technology  
COM 7210—New Media and Strategic Communication  
THR 7651—Leadership in the Arts

#### *Internship Elective(s):*

COM 6190—Internship (1-3 credit hours)

A maximum of 3 internship credit hours may count toward electives in the Media Arts and Studies Concentration. Students with no prior professional experience in Media are strongly encouraged to take at least a 1-credit internship.