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)*
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 Editing
- 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 7520—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.