

Media Arts and Studies

Coursework Requirements Curriculum Checklist

The Master of Arts in Communication with a Concentration in Media Arts and Studies is designed to prepare students for our global multi-platform, multi-screen environment. The program grants students the flexibility to prepare for a broad range of professional and creative environments while providing the opportunity to explore creative and scholarly approaches to media storytelling and production, media studies, media entrepreneurship and management, and media in strategic and applied communication. The degree requires a minimum of 30 credits.

Three required courses:

- COM 7000: Introduction to M.A. Studies in Communication (3 cr) _____
- 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) _____

One research methods 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:

- COM 5350: Media Production (3 cr) (*bridge course for students with no recent digital production experience*)
- COM 5610: Advanced TV Production (3 cr) _____
- COM 6090: Digital Screen Media (3 cr) _____
- COM 6410: Allesee Master Class (3 cr) _____

Additional elective courses selected in consultation with the adviser resulting in a minimum total of 30 credits. These electives should primarily be courses from the list of Recommended Electives.*

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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), which must include at least one (1) credit of COM 6190 Internship

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.)

COM 5380—Video Field Production and Editing
COM 5381—TV News Reporting and Digital Editing
COM 5390—Digital Animation
COM 5400—Techniques in Film and Video Production
COM 5440—Film, Cinematography & Lighting
COM 5610—Advanced Television Production
COM 6090—Digital Screen Media
COM 6310—Allesee Lectures in Media
COM 6390—Documentary Storytelling 1
COM 6410—Allesee Master Class
COM 7270—Advanced Screenwriting
COM 7380—Advanced Media Editing
COM 7390—Documentary Storytelling 2
COM 7420—Seminar in Directing

COM 5010—History of Communication Technologies
COM 5020—Topics in Film History
COM 5060—Documentary and Non-Fiction Film and Television
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 7510—Seminar in Research Methods
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

COM 5410—Producers Workshop
COM 6530—Audience Measurement and Survey Techniques
FPC 5025—Entrepreneurship in the Arts
THR 7651—Leadership in the Arts

COM 5130—Communication and Social Marketing
COM 6220—Dispute Resolution and Communication Technology
COM 7210—New Media and Strategic Communication

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.