

# Media Communications (B.A.)

## Program Description

The B.A. in media communications enables students to become familiar with several areas within the communications curriculum. Students may devise a concentration in the theory and history of media, or may combine work in two or more media (for example, journalism and photography, or advertising and public relations).

## Locations

To learn where the B.A. in media communications is offered, please visit our Web site at [www.webster.edu/ugcatalog/comm\\_journ.html](http://www.webster.edu/ugcatalog/comm_journ.html)

## Student Learning Outcomes:

Students majoring in Media Communications will learn:

- The history of significant forms of mass communications, including print, radio, television, film, photography and interactive media;
- Essential principles of regulations governing media;
- How to apply ethical principles to the decision making processes in a media organization;
- How to conduct basic quantitative and qualitative research in media studies;
- The essential principles of writing for various forms of media.

In addition, students will choose a specific area of focus within the School of Communications, either in media theory or production, and will learn basic, intermediate and advanced concepts in that field, demonstrating their facility in a Senior Overview or a Professional Practicum.

## Portfolio Review Course Requirements

9 credit hours in the School of Communications beyond MEDC 1010 and EPMD 1000

## Degree Requirements

48 required credit hours  
36 general education credit hours  
44 elective credit hours

## Required Courses

EPMD 1000 Introduction to Media Production	3 hours
MEDC 1010 Introduction to Mass Communications	3 hours
MEDC 1050 Introduction to Media Writing, or JOUR 1030 Fundamentals of Reporting	3 hours
MEDC 1630 Introduction to Media Literacy	3 hours
MEDC 2200 Ethics in the Media	3 hours
MEDC 3190 Introduction to Media Research	3 hours
MEDC 4100 The Law and the Media	3 hours
MEDC 4620 Senior Overview, or MEDC 4950 Professional Media Practicum*	3 hours

\*Capstone Course

In addition, students must choose 6 credit hours from the following:

SPCM 1280 Interpersonal Communication	3 hours
MEDC 1500 Applied Media Aesthetics	3 hours
MEDC 2800 Cultural Diversity in the Media	3 hours
MEDC 3260 International Communications	3 hours

Students must choose 3 credit hours from among the following courses:

AUDI 1000 Audio Production I	3 hours
PHOT 1000 Photo I	3 hours
INTM 1600 Introduction to Interactive Media	3 hours
VIDE 1810 Video Production I	3 hours
ADVT 1940 Introduction to Marketing Communications	3 hours
BJRN 2410 Introduction to Radio-TV Journalism	3 hours
SCPT 2900 Scriptwriting	3 hours
PBRL 2920 Writing for Public Relations	3 hours

Students also must take an additional 15 credit hours in courses offered by the School of Communications (or in courses offered by other Webster University schools and colleges which are core required courses for School of Communications majors, such as MNGT 3500, MNGT 3510, MNGT 4510, and COAP 2020). At least nine of those 15 credit hours must be within a single area (for example, within public relations, or journalism, or photography, etc.), and of those 9 credit hours within a single area, six must be at the 3000 level or higher.\*\*

(\*Students may petition to pursue a senior overview in this area.)

## Course Descriptions

### ADVT 1940 Introduction to Marketing Communications (3)

Students learn the major communications tools available to promote a product or service to target customers. In the course students learn marketing communications definitions, concepts, and theories of promotional communications and the tools utilized—both traditional approaches and emerging technologies.

### AUDI 1000 Audio Production I (3)

Students learn the basics of audio recording, tape editing, sound mixing, selection and mixing of music, and special effects of audio production. Students are expected to work independently in the audio studio. Prerequisites: MEDC 1010 and EPMD 1000 or permission of instructor.

### BJRN 2410 Introduction to Radio-TV Journalism (3)

Students learn the basics of broadcast news, broadcast style writing, and the problems and challenges of electronic reporting. Lab time is required at a radio station. Prerequisite: JOUR 1030.

### EPMD 1000 Introduction to Media Production (3)

Students learn the basics of media production using the media tools of photography, film, video, audio production, and interactive media. Students apply these fundamentals by participating in hands-on group projects.

### INTM 1600 Introduction to Interactive Digital Media (3)

A practical introduction to interactive media. Students learn the concept, information and interactive design, production strategies, technical aspects of production and publication, and practical applications of interactive media in educational, commercial, and public environments. Students create formal design documents that include flowcharts, treatments, scripts, and storyboards. Prerequisite: MEDC 1050.

### JOUR 1030 Fundamentals of Reporting (3)

Students learn the basic forms and techniques of modern journalistic writing. Students write both simple and complex news stories and are introduced to feature writing and other specialized story forms. Basic word processing skills and competence in diction and grammar are required.

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## **MEDC 1010 Introduction to Mass Communications (3)**

Students learn the history, development, and impact of the mass media, including print, photography, film, radio, and television and digital media. The course focuses on communication theories and research, media systems, structure and ethics, the relationship between the media and society, and future directions in media communications.

## **MEDC 1050 Introduction to Media Writing (3)**

Students learn the basics of media writing formats, the style, structure, and techniques involved in print journalism, scriptwriting, advertising, public relations writing, critical writing, and writing for the computer screen.

## **MEDC 1500 Applied Media Aesthetics (3)**

Students learn the basic aesthetic principles involved in the production of visual media by analyzing the various audio and visual stimuli that become elements of photography, video, or film forms; their nature; how these elements function individually and together; how they may be used creatively; and how a viewer may perceive them. Students learn the aesthetics of light, color, space, time, motion, and sound. Prerequisite: EPMD 1000.

## **MEDC 1630 Media Literacy (3)**

Students learn to systematically decode, evaluate, and analyze information conveyed through the channels of mass communication. They learn the process, language, and effects of the media and develop a critical awareness of messages conveyed through channels of mass communications, as reflected in children's programming, advertising, journalism, and political communications.

## **MEDC 2200 Ethics in the Media (3)**

Students learn the ethical considerations applied to journalism, broadcast journalism, photography, audio, film, video, interactive digital media, the internet, public relations, and advertising. Students learn to analyze the ethical dilemmas facing media professionals. Prerequisite: MEDC 1010.

## **MEDC 2800 Cultural Diversity in the Media (3)**

Students learn how the media portrays images, messages, and impact regarding race, gender, class, and sexual orientation, and how groups that are marginalized in the media affect the economics and history of the industry. Students investigate the multiple ways that they have learned about cultural diversity through personal reflection, formal education, and the media.

## **MEDC 3190 Introduction to Media Research (3)**

Students learn qualitative and quantitative media research methodologies, including content analysis, focus groups, and field research. The course provides strategies and methodologies for examining the process and impact of the media. Prerequisite: MEDC 1010.

## **MEDC 3260 International Communications (3)**

Students learn the philosophy, process, problems, and potentials of communication across cultural boundaries by studying the interrelationships between communications and social, political, economic, and cultural factors that affect international communications. Cross-listed with INTL 3260. May be repeated for credit if taken at international campuses.

## **MEDC 4100 The Law and the Media (3)**

Students learn the specifics of First Amendment freedoms and the laws that restrict or regulate the flow of information in American society, libel and privacy torts, information access problems, shield laws, broad-

cast regulation, copyright laws, and constraints on political communication and advertising. Junior or senior standing is advised.

## **MEDC 4620 Senior Overview (3-6)**

Provides an opportunity for seniors to demonstrate their proficiency in a selected area or media. The student assumes responsibility for the production of a project under the direction of a faculty member. Projects may include an exhibit or a thesis. Prerequisites: senior standing, acceptance into the major through portfolio review, and permission of the instructor.

## **MEDC 4950 Professional Media Practicum (3-8)**

Provides an internship placement that offers supervised professional experience in audio production, broadcast and print journalism, photography, public relations and advertising/marketing communications, interactive media, animation, video and film. In addition to field placement, students attend regular seminars and write observations and analysis of their internship experience. Prerequisites: Students generally do internships during the senior year after initial portfolio review and must have permission of advisor and instructor. (Students may earn no more than a total of 8 credit hours for internships during their program at the University.)

## **PHOT 1000 Photo I (3)**

Students learn the basic black-and-white photographic skills and the technical aspects of camera operation, light-meter readings, film development, and enlarging, as well as shooting techniques and composition. The course focuses on the visual and communicative aspects of the medium. Access to a 35-mm or 2 1/4 square camera recommended, although not required. Prerequisites: MEDC 1010 and EPMD 1000 or permission of the photography program facilitator.

## **PBRL 2920 Writing for Public Relations (3)**

Students learn the writing skills of public relations by adapting writing style and format to specific stakeholders and to a variety of public relations situations. Students examine professional copy and produce their own writing for inclusion in their portfolios. Each student receives instructor's critique of his or her writing and has a chance to critique fellow students' work. Prerequisites: MEDC 1050, JOUR 1030, and PBRL 2100.

## **SCPT 2900 Scriptwriting (3)**

Students learn the style, structure, and narrative devices employed in scriptwriting for film, television, radio, and multi-image. Emphasis is on the process of scriptwriting, from treatment to final script. Narrative techniques, style, structure, and format are considered. Prerequisite: MEDC 1050.

## **SPCM 1280 Interpersonal Communication (3)**

Students learn to apply the contexts and skills associated with interpersonal communication competence, the intrapersonal constructs necessary for effective interpersonal communication, as well as skills and behaviors associated with relating with others. A focus is placed on relational development and dynamics. Topics include: self-disclosure, listening, nonverbal communication, and conflict.

## **VIDE 1810 Video Production I (3)**

Students learn to set up and operate 1/2-inch video playback and recording decks, color cameras, the basics of lighting and video technology, production, and editing. Students learn to plan, shoot, and edit video programs using VHS camcorders and editing equipment. Prerequisites: MEDC 1010 and EPMD 1000.