

# MEDIA STUDIES, BA

## Bachelor of Arts in Media Studies (C60104BA)

More on the Media Studies major (<https://www.uakron.edu/schlcomm/ugrad-programs/media-studies/>)

The University of Akron's media studies program prepares students with real experience for a career in video production, radio/television and journalism.

There is always more than meets the eye in the media industry, and our media studies program is no different. Student's will study every aspect of the media industry – from business, law and theory to writing for different media platforms and producing audio and video content.

### Program Contact

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The following information has official approval of **The School of Communication** and **The Buchtel College of Arts & Sciences**, but is intended only as a supplemental guide. Official degree requirements are established at the time of transfer and admission to the degree-granting college. Students should refer to the Degree Progress Report (Stellic) which is definitive for graduation requirements. *Completion of this degree within the identified time frame below is contingent upon many factors, including but not limited to: class availability, total number of required credits, work schedule, finances, family, course drops/withdrawals, successfully passing courses, prerequisites, among others.* The transfer process is completed through an appointment with your academic advisor.

**Three year accelerated option:** for first time students who have earned credits for at least the first year of courses. Credits can be earned through qualifying scores on appropriate Advanced Placement (AP) exams or through [College Credit Plus](#) Program (CCP) courses. Credits for qualifying AP scores or CCP courses are determined by the appropriate academic department. Departments may assign varied course credit, depending on the student's score on an AP exam or [grade in a CCP](#) course. Students may also receive credit by examination or via placement tests, where appropriate.

## Requirements Summary

Code	Title	Hours
	General Education Requirements ( <a href="https://bulletin.uakron.edu/undergraduate/general-education/">https://bulletin.uakron.edu/undergraduate/general-education/</a> )	36
	College of Arts & Sciences Requirements	12-24
	Communication Core	15
	Media Studies Core	12
	Media Studies Electives	9
	School of Communication Elective	3
	Minor Requirement	18
	Additional Credits for Graduation *	15-3
	<b>Total Hours</b>	<b>120</b>

\* Bachelor's degrees require a minimum of 120 credit hours for graduation.

## Recommended General Education Courses

Code	Title	Hours
Students pursuing a bachelor's degree must complete the following General Education coursework. Diversity courses may also fulfill major or Breadth of Knowledge requirements. Integrated and Applied Learning courses may also fulfill requirements in the major.		
Students are not required to enroll in the specific courses listed below. However, to facilitate successful degree completion, the academic department strongly encourages completion of the following recommendations.		
<b>Academic Foundations</b>		<b>12</b>
	<i>Mathematics, Statistics and Logic: 3 credit hours</i>	
	<i>Speaking: 3 credit hours</i>	
	<i>Writing: 6 credit hours</i>	
<b>Breadth of Knowledge</b>		<b>22</b>
	<i>Arts/Humanities: 9 credit hours</i>	
	<i>Natural Sciences: 7 credit hours</i>	
	<i>Social Sciences: 6 credit hours</i>	
<b>Diversity</b>		
Domestic Diversity		
COMM 325	Intercultural Communication	
Global Diversity		
<b>Integrated and Applied Learning</b>		<b>2</b>
<i>Select one class from one of the following subcategories:</i>		
Complex Issues Facing Society		
Capstone		
<i>Review the General Education Requirements page for detailed course listings.</i>		
<b>Total Hours</b>		<b>36</b>

## College of Arts & Sciences Requirements

Code	Title	Hours
<b>Degree requirements in Arts &amp; Sciences include either 1) the demonstration of ability to use another language by completion of the second year of a foreign language, or 2) the completion of a certificate program outside of the Communication department</b>		
<i>2 Year Language Proficiency</i>		<i>14</i>
	101 Beginning I	
	102 Beginning II	
	201 Intermediate I	
	202 Intermediate II	
SLPA 222	Survey of Deaf Culture in America (American Sign Language option only)	
<i>-or-</i>		
<i>Certificate program</i> <sup>1</sup>		<i>12-24</i>

<sup>1</sup> Please see your advisor for a list of available certificate programs

Code	Title	Hours
<b>Students must also complete a minimum of 40 credits (excluding workshops) consisting of either:</b>		

Upper-level (300/400) courses both in and outside of the student's major;

or other courses outside the major department approved by the student's major department chair (permission should be obtained prior to enrollment); these may not include workshops

## Communication Core <sup>1</sup>

Code	Title	Hours
COMM 101	Introduction to Communication	3
COMM 210	Multiplatform Production	3
COMM 245	Argumentation	3
COMM 384	Communication Research	3
<i>Select one of the following:</i>		3
COMM 398	Honors Project Preparatory or COMM 48 Communication Internship or COMM 48 Honors Project in Communication or COMM 49 Capstone in Communication	
<b>Total Hours</b>		<b>15</b>

<sup>1</sup> Grade of C or better is required in Communication Core courses.

## Media Studies Core

Code	Title	Hours
COMM 274	Introduction to the Media Industries	3
COMM 364	Legal Issues in Media	3
COMM 300	Newswriting Across the Media	3
COMM 474	Media Theory	3
<b>Total Hours</b>		<b>12</b>

## Media Studies Electives

Code	Title	Hours
<b>Select nine credits of the following:</b>		
COMM 307	Principles of Social Media	
COMM 303	Public Relations Writing	
COMM 304	Information Gathering & Editing	
COMM 309	Public Relations Publications	
COMM 317	Topics in Media Production <sup>1</sup>	
COMM 345	Advanced Presentational Communication	
COMM 355	Freedom of Speech	
COMM 368	Basic Audio & Video Editing	
COMM 472	Video Production	
COMM 378	Topics in Media History <sup>1</sup>	
COMM 405	Media Copywriting	
COMM 408	Women, Minorities & News	
COMM 437	Training Methods in Communication	
COMM 468	Advanced Audio and Video Editing	
COMM 475	Political Communication	
COMM 481	Film as Art: An Introduction to the Film Form	
COMM 486	Media Management & Leadership	

COMM 487	Advanced Topics in Media Writing	
<b>Total Hours</b>		<b>9</b>

<sup>1</sup> May be repeated with a change in topic for a maximum 9 credit hours

## School of Communication Elective

Code	Title	Hours
<b>Select three credits from any COMM course:</b>		
COMM xxx <sup>1</sup>		3
COMM 325	Intercultural Communication (Recommended, not required)	
<i>The following courses DO NOT satisfy this requirement:</i>		
COMM 105	Introduction to Public Speaking	
COMM 106	Effective Oral Communication	
<b>Total Hours</b>		<b>3</b>

<sup>1</sup> Co-curricular activities (Forensics, WZIP, ZTV, Buchtelite) are limited to a total of three credits to be applied to the School of Communication elective.

## Minor Requirement

Code	Title	Hours
<b>Completion of a Minor or Second Major (not in Communication) or earned Associate Degree</b>		
<b>Total Hours</b>		<b>18</b>

## Recommended Sequence

<b>1st Year</b>		
<b>Fall Semester</b>		
COMM 101	Introduction to Communication <sup>5</sup>	3
ENGL 111	English Composition I	3
	Beginning Language 1 or Certificate Course <sup>3</sup>	3-4
COMM 105 or COMM 106	Introduction to Public Speaking <sup>4,5</sup> or Effective Oral Communication	3
STAT 260 or STAT 250	Basic Statistics <sup>2</sup> or Statistics for Everyday Life	3-4
<b>Hours</b>		<b>15-17</b>
<b>Spring Semester</b>		
ENGL 112	English Composition II <sup>1</sup>	3
	Beginning Language II or Certificate Course <sup>3</sup>	3-4
COMM 210	Multiplatform Production <sup>5</sup>	3
	Natural Science Requirement	3
	Social Science Requirement	3
<b>Hours</b>		<b>15-16</b>
<b>2nd Year</b>		
<b>Fall Semester</b>		
COMM 245	Argumentation <sup>5</sup>	3
	Natural Science with lab Requirement	4
	Intermediate Language I or Certificate Course III	3

	Social Science Requirement	3
COMM 325	Intercultural Communication <sup>6</sup>	3
	<b>Hours</b>	<b>16</b>
<b>Spring Semester</b>		
	Intermediate Language II or Certificate Course IV	3
COMM 274	Introduction to the Media Industries	3
	Arts/Humanities Requirement	3
COMM 364	Legal Issues in Media	3
	Global Diversity Requirement	3
	<b>Hours</b>	<b>15</b>
<b>3rd Year</b>		
<b>Fall Semester</b>		
COMM 300	Newswriting Across the Media	3
COMM 384	Communication Research	3
	Media Studies Elective <sup>9</sup>	3
	Arts/Humanities Requirement	3
	Minor Requirement <sup>8</sup>	3
	<b>Hours</b>	<b>15</b>
<b>Spring Semester</b>		
	Arts/Humanities Requirement	3
	Minor Requirement <sup>8</sup>	3
	Minor Requirement <sup>8</sup>	3
	Global Diversity Requirement	3
	Certificate Course V or Upper Level Electives <sup>9</sup>	3
	<b>Hours</b>	<b>15</b>
<b>4th Year</b>		
<b>Fall Semester</b>		
COMM 474	Media Theory	3
	Media Studies Elective <sup>9</sup>	3
	Minor Requirement <sup>8,9</sup>	3
	Minor Requirement <sup>8,9</sup>	3
	Certificate Course V or Upper Level Elective	3
	<b>Hours</b>	<b>15</b>
<b>Spring Semester</b>		
	Communication Elective <sup>6</sup>	3
	Complex Issues Requirement	3
	Minor Requirement <sup>8,9</sup>	3
	Certificate Course VI or Upper Level Elective	3
	Certificate Course VII or Upper Level Elective <sup>10</sup>	3
	Select one of the following:	3
COMM 499	Capstone in Communication	
COMM 485	Honors Project in Communication	
COMM 480	Communication Internship	
	<b>Hours</b>	<b>18</b>
	<b>Total Hours</b>	<b>124-127</b>

<sup>2</sup> Any course that meets the General Education Mathematics, Statistics, and Logic requirement may be taken.

<sup>3</sup> Students are required to complete four semesters of a modern language or sign language OR complete a certificate from the approved list (see below). Demonstration of ability to use another language by completion of the second year of a modern language or sign language is required through coursework, AP, CLEP, or Oral Proficiency Interview. See your advisor for placement. Please note that all four semesters must be completed in the SAME language and it's recommended you begin your first language course as soon as possible. Students can also complete one of the following certificates, instead of a language, to satisfy this requirement: Applied Political Communication [370019C], Artificial Intelligence [360010C], Conflict Transformation & Social Entrepreneurship [370016C], Parent and Family Education [H40203C], Entrepreneurship [630000C], Health Care Selling [660108C], International Business [680000C], Applied Politics [370005C], Asian Studies [340001C], Environmental Studies [337004C], Field Archaeology [324001C], Gerontology [300006C], Latin American Studies [300008C], Linguistic Studies [330008C], Middle Eastern Studies [340002C], Pan-African Studies [300002C], Research Methods for the Social Sciences [385000C], Teaching English as a Second Language [330003C], Women's Studies [300110C], Manual Communication [H70007C], Museum and Archives Studies [140001C], and Addiction Services [226106C].

<sup>4</sup> COMM 105 Introduction to Public Speaking and COMM 106 Effective Oral Communication are the required courses to meet the General Education Speaking requirement.

<sup>5</sup> A grade of C or better is required **in order to graduate**.

<sup>6</sup> The School of Communication recommends COMM 325 Intercultural Communication to meet both a Communication elective and the Domestic Diversity course requirement.

<sup>8</sup> A student must complete one of the following: (1) A university approved minor from the Undergraduate Bulletin, (2) an earned Associate's or Bachelor's degree, or (3) a second major not in Communication.

<sup>9</sup> Degree requirements in Arts & Sciences require a minimum of 40 credits of 300/400 level courses (excluding workshops). In order to meet this requirement, courses in the minor area of study should be at the upper level. In order to assist students in graduating on time, only students in a degree granting college may take upper level (300/400) Communication courses. General electives can be any course not already required.

<sup>10</sup> This course is not needed if a foreign language is taken instead of the a certificate program.

<sup>1</sup> ENGL 222 Technical Report Writing is an option for the second semester writing requirement.