

COMMUNICATIONS - BROADCAST MEDIA CONCENTRATION, B.A.

Communications Major Program

In the Communications, Interdisciplinary Studies, and Modern Languages Department at MCLA, we educate our students to become effective, adaptable critics and creators of a variety of human discourses - individuals who are comfortable with storytelling across a range of mediums and who want to create stories that inform, entertain, enlighten, and educate. To this end, the department offers a four-year program leading to a Bachelor of Arts in Communications.

Students majoring in Communications think, study, and write about the multifaceted ways people communicate across cultures. Critical thinking, strong writing and multimedia storytelling skills are at the heart of the Communications major. Courses typically combine hands-on media production with theory across digital media platforms. The Foundation of the program gives students a broad background in media theory and practice, with opportunities to explore forms of storytelling across different media and across cultures. Beyond the Foundation, students choose one or more of the following concentrations: Broadcast Media, Digital Media Innovation, Journalism, or Public Relations & Corporate Communications.

Students graduating with a concentration in Communications will be able to:

- Communicate effectively in oral, written, and other forms of discourse;
- Employ relevant technologies in the production, critique, and presentation of texts;
- Demonstrate an ability to work effectively in collaborative learning and problem-solving environments;
- Craft thoughtful, creative texts that demonstrate a keen sensitivity to language, form, style, and effect;
- Analyze texts closely and critically, demonstrating how languages, style, form, and genre create effects and shape meanings;
- Articulate an understanding of how cultural, historical, and ideological contexts condition both the creation and the reception of texts across time and in today's complex, diverse world;
- Use various critical methods and theoretical frameworks in scholarly dialogue with others about the interpretations of texts;
- Design and conduct research, applying it to problem-solving and contributing to various forms of public discourse;
- Reflect on how the knowledge and abilities developed in the Communications, Interdisciplinary Studies, and Modern Languages Department transfer meaningfully to other academic and non-academic, real-world situations.

COMM 314	Digital TV: Theory and Production II	3
or COMM 324	Broadcast Journalism	
COMM 415	Media Meaning-Making: Theory/Practice	3
Two electives at 200 level or above:		6
COMM 212	Audio Production	
COMM 316	Broadcast Delivery	
COMM 319	Global Issues in Communication	
COMM 324	Broadcast Journalism	
COMM 481	Advanced Special Topics in Communications (by subject)	
COMM 493	Teaching Assistantship in Communications	
COMM 500	Independent Study	
COMM 540	Internship in Communications	

Total Hours **48**

1
Course can be repeated.

Code	Title	Hours
Communications Major Foundation Courses (https://catalog.mcla.edu/undergraduate/academic-programs-study/communications/#foundationcoursestext)		24
Department Electives		6
COMM 214	Digital TV: Theory and Production I	3
COMM 312	Radio Practicum ¹	3