



# MEDIA STUDIES

Communication Arts

School of Media and Design

## Program Overview

Within a liberal arts curriculum, the goals of the Bachelor of Arts in Communication Arts are to cultivate the student's imagination and creativity through mastery of the technical skills needed to become effective professionals in the field of communication; to create an environment which fosters the exploration of diverse perspectives and encourages students to use their skills and resources to serve their community and society, so that they are prepared to participate confidently, ethically, and competently as concerned and enlightened citizens.

## Career Opportunities

Communication professionals aim to educate, to inform, to entertain and to persuade using mass media such as radio, TV, film, Internet, newspapers, magazines, public relations, advertising and other forms of new media. Communication graduates can seek career opportunities in a wide variety of industries to include business, education, not-for-profit agencies and the government. Graduates may also seek opportunities in different branches of communication-journalism, visual arts and design, and performance arts. Former students have become writers, producers, directors, editors, public relations specialists, videographers, filmmakers, broadcast journalists, advertising specialists, event planners, social media specialists, teachers, web specialists, bilingual journalists and convergent media specialists.

## Media Studies

The Media Studies concentration explores how various forms of media help shape socialcultural realities and construct people's attitudes, behaviors, beliefs, and identities. It examines the influences of contemporary media on various aspects of culture, society, and daily life in both domestic and global contexts, as well as the interplay between contemporary media and these aspects. The concentration emphasizes not only media's external relationships to cultural environments, social relations, and the everyday life of its users, but also internal relationships within the media, such as organizational structure and textual production.

## Accelerated Bachelor's to Master's Degree

Students who qualify may participate in an Accelerated Bachelor's to Master's program (ABM). This program enables student to complete an undergraduate and graduate degree in less time (minimum five years). The ABM program for Bilingual Communications, Convergent Media and Media Studies allows UIW students to finish their two degrees in 150 hours rather than 158 required of a traditional undergraduate and graduate program combined. An accelerated program results in a lower cost and a time-saving for students because they are allowed to take up to nine hours of graduate courses in their fourth year as part of the banded tuition. Students must apply for the ABM program in the beginning of their junior year and have the necessary GPA and GRE scores to enter the program.

## On-Campus Student Media Practicums

**Logos**-Campus Newspaper ([uiwlogos.org](http://uiwlogos.org)) **UIWtv**- Campus television station ([uiwtv.org](http://uiwtv.org))  
**KUIW**-Campus Radio Station ([kuiw.org](http://kuiw.org))

## Scholarships

Aaron A. Rodriguez Journalism Scholarship  
Cameron Redus Endowment Scholarship  
Student Media Scholarship  
Jason W. Curnutt Endowed Scholarship In Communication Arts

## Contact

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## Website

[www.uiw.edu/commarts](http://www.uiw.edu/commarts)

**Bachelor of Arts in Communication Arts  
Media Studies  
SCHOOL OF MEDIA AND DESIGN  
2015-2017**

<b>Freshman Year: Fall</b>		Hrs.
COMM 1311 Public Speaking		3
ENGL 1311 Composition I		3
COMM 1100 Orientation Comm Arts		1
COMM 1301 Introduction to Mass Comm.		3
DWHP 1200 Dimensions of Wellness		2
PE Activity Course		1
COMM 1305 Computer Literacy		3
<b>Total hours</b>		<b>16</b>

<b>Sophomore Year: Fall</b>		Hrs.
Second Language I		3
ENGL 2310 World Literature Studies		3
COMM 2315 Writing for the Media		3
RELS or PHIL (3000 or 4000 Level)		3
Science with Lab		4
<b>Total hours</b>		<b>16</b>

<b>Junior Year: Fall</b>		Hrs.
COMM 3310 Theories of Communication		3
COMM 4305 Comm, Tech & Society		3
General Elective or COMM Arts Elective		3
COMM 3365 Multimedia Design & Production or COMM 4340 Graphic Design & Layout		3
COMM Arts Elective		3
<b>Total hours</b>		<b>15</b>

<b>Senior Year: Fall</b>		Hrs.
COMM 3317 Diversity in the Media		3
COMM 4332 Law and the Media		3
COMM 4315 Media Ethics		3
General Elective or COMM Arts Elective		5
General Elective or COMM Arts Elective		3
<b>Total hours</b>		<b>15</b>

<b>Freshman Year: Spring</b>		Hrs.
ENGL 1312 Composition II		3
Social Science Core Course		3
Fine Art Core Course		3
PHIL 1381 Introduction to Philosophy		3
RELS 1305, 1315, 1325, 1335		3
<b>Total hours</b>		<b>15</b>

<b>Sophomore Year: Spring</b>		Hrs.
Second Language II		3
ENGL 2365 Prof & Tech Communications		3
HIST 1311,1312, 1321, 1322		3
MATH 1304 or 1306 or higher		3
COMM Arts Elective		3
<b>Total hours</b>		<b>15</b>

<b>Junior Year: Spring</b>		Hrs.
ENGL 3375 or any Upper Level ENGL		3
COMM 3330 Impact of Media on Society		3
ENGL 3000 or 4000 level		3
COMM Arts Elective		3
COMM Arts Elective		3
<b>Total hours</b>		<b>15</b>

<b>Senior Year: Spring</b>		Hrs.
COMM 4328 Internship		3
COMM 4390 Senior Portfolio		3
COMM 4325 Global Media Studies		3
General Elective or COMM Arts Elective		3
COMM Arts Elective		3
<b>Total hours</b>		<b>15</b>

**Core Curriculum--Total Hours 43  
Major--Total Hours 79  
Degree--Total Hours 122**