MCS CERTIFICATE---- CURRICULUM REVISION

MCS CORE (16 credits)  
(OLD)  
101  
222  
333  
334  
404

MCS CORE (22 credits)  
(NEW)  
101  
144 (NEW UGC APPROVED February 11, 2016)  
222  
300 (NEW: UGC APPROVED March 16, 2017)  
333  
334  
404

MCS Elective Requirements  
(OLD)  
9 credits from one of the following:  
Critical Media Studies, OR  
Intercultural Communication, OR  
New Media and Applied Communication

(From Old Electives List. See attached).

MCS Elective Requirements  
(NEW)  
3 Credits from:  
345, 355, 370, 377, 388, 395, 484,  
MLL 406, * MLL 495*

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* MLLI Courses all taught by MCS Professor of the Practice and will soon have MCS acronyms as cross-listed course.
Rationale (see instructions)

The Department of Media and Communication Studies, in response to its recent Academic Program Review (2015), and its biennial assessment data, has conducted a two-year process of curriculum review to improve the academic outcomes for students, particularly in the area of research and writing. The development of new courses in research methods (MCS 300, UGC approved March 16, 2017) and professional communication skills (MCS 144, approved February 11, 2016), piloted in AY 2016-2017, represent the major additions to the curriculum and primary incentives for making changes to the required curriculum. Furthermore, a revision in the curriculum for MCS majors and certificate students is needed to better reflect the growth in faculty and faculty expertise in the department and to provide a more robust and rigorous course of study to our students in a field that is changing almost as fast as the technological affordances of digital media themselves.

Bringing more of the MCS curriculum under the control of the MCS faculty represents the major departure from the current curriculum structure in the proposed revision. The current curriculum is a vestige of the program’s modest beginnings, when steep growth in majors combined with a small faculty created a heavy reliance on electives from outside the department. As the number of faculty has increased in recent years (from 5 to 8 in the last two years, a 60% increase), we are now in the position to offer a more robust and complete curriculum, including new core courses in professional communication practices and research methods. The biggest changes for majors and certificate students will be an increase in required core courses and a reduction in the need to take electives in other departments.

Electives, now fewer in number, will no longer be distributed across three domains (Critical Media Studies, Intercultural Communications, and New Media and Applied Communications). These categories were originally designed to address areas not fully covered in the original MCS curriculum. But with new curricular strengths in media globalism, media ethnography, critical visual culture, and media production, and additional resources in media history and multiculturalism, these areas are now well-addressed within the MCS curriculum.

The Old Electives List and the New Electives List are attached, below. All the electives from the New List from outside departments have been previously agreed to by fellow department chairs and program directors going back ten years and approved in earlier rounds of UGC program proposals; it is simply a shorter and less complicated version of the previous elective list. The only new electives are from the MCS department.

Also, for majors, the requirement of an additional minor or certificate, another vestige of MCS’s very modest curricular beginnings, will also be removed.

The new curriculum does not discontinue any courses and all students currently enrolled in the legacy curriculum will be able to continue on through graduation under the requirements that were in effect when they first declared the major. The number of total credits remains constant for both majors(37) and certificate students(25).
Current MCS Electives
(OLD LIST)

Critical Media Studies
suggested course combinations---other combinations are acceptable.
- AFST 205 (Contemporary Black Popular Culture) & AFST 245 (Introduction to Black Music)
- AFST 245 (Introduction to Black Music) & MUSC 214 (History of Jazz)
- AMST 320 (Television in American Culture) & AMST 321 (Radio in American Culture)
- AMST 320 (Television in American Culture) & AMST 322 American Society and Culture in Film
- AMST 325 (Studies in American Popular Culture) or AMST 100 (Introduction to American Studies) & AMST 320, 321, 322, 372, 374, 375.
- AMST 325 (Studies in Popular Culture) & SOCY/ANTH 416 (Cyberspace Culture) or SOCY 397 (Spec. Topics: Media and Society) or AFST 205 (Contemporary Black Popular Culture)
- ANTH 211 (Cultural Anthropology) & SOCY/ANTH 416 (Cyberspace, Culture, and Society)
- ART 221 (Art History II)
- ART 323 (20th Century Art) and ART 324 (History of Film: Origins to 1965) OR
  ART 325 (History of Film and Video 1965-Present) OR ART 423 (Art since 1945)
- ART 324 OR ART 325 and AMST 322 (American Society and Culture in Film)
- ART 221 (Art History II) & ART 323 (20th-Century Art) & ART 429 (Seminar in Art History and Theory) OR ART 428 (Theory and Practice of the Art Museum).
- ART 324 (History of Film: Origins to 1965) and ART 342 (Film/Video Theory and Criticism)
- ART 324 OR ART 325 & and ART 342 (Film/Video Theory and Criticism)
- ART 324 OR ART 325 & ART 343 (History of Animation)
- ART 343 (History of Animation)
- ART 326 (History of Photo 1) & ART 327 (Contemporary Directions in Photography)
- ENGL 332 (Literature of Non-fiction)
- GWST 310 (Gender and Inequality) & GWST 322 (Women and the Media).
- MUSC 336 (The Beatles) & MUSC 330 (Popular Musics of the non-Western World)
- MUSC 217 (Rock: 1950-Present) & MUSC 330 (Popular Musics of the non-Western World)
- MUSC 230 (Music of the World) & MUSC 480 (Topics in Music, Art, & Society---Music majors only)
- POLI 433 (First Amendment Freedoms)
- THTR 210 & THTR 211 (History of Theatre I and II)
- THTR/GWST 349 (Women and Theatre) & THTR 360 (Modern Theatre I - Social Protest)
• VPA 225 (Ideas in the Arts) & GWST/MLL 320 (International Women Directors)

1 Other courses and combinations are permitted. It is recommended that students consult with their MCST advisor when choosing electives

Intercultural Communication

Suggested course combinations---other combinations are acceptable.
• AMST 200 (Multicultural America) & AMST 352 (US in Global Perspective)
• AMST 352 (US in Global Perspective) & AMST 380 (Community in America)
• ANTH 211 (Cultural Anthropology) & ANTH 310 (Ethnographic Film)
• MLL 230 (World Language Communities) & MLL 425 (Intercultural and Cross-cultural Communication)
• MLL 230 (World Language Communities) & MLL 250 (Introduction to the French-Speaking World) or MLL 270 (Introduction to Russian Culture and Civilization) or MLL 271 (Introduction to Modern Russian Civilization and Culture) or MLL 280 (Introduction to the Spanish-Speaking World)
• MLL 263 (Popular Music and National Identity in German-Speaking Countries) & MLL 332 (Introduction to German Cultural Thought)
• MLL 320 (International Women Directors) & GWST 322 (Women and the Media)
• AMST 200 & MLL 306 (Intercultural Communications: Issues Confronting Immigrant and Heritage Communities)
• MLL 190 (The World of Language I) or 191 (The World of Language II) & MLL 301 (Textual Analysis: Words, Images, Music)
• MLL 310 (Intercultural Studies of International Film) & HIST 371 (History and Film)
• MLL 213 (Film and Society in Spain) or MLL 218 (Film and Society in Latin America) or MLL RUSS 315 (Studies in Russian Film) & MLL 310 (Intercultural Studies of International Film)
• MLL 406 (History and Theory of Intercultural Media) & MLL 495 (Intercultural Video Production)
• POLI 260 (Comparative Politics) & POLI 280 (International Politics)
• ANTH 211 (Cultural Anthropology) & SOCY 210 (Class and Inequality in the US) & MLL 305 (Introduction to Intercultural Communication)

New Media and Applied Communication

Suggested course combinations---other combinations are acceptable.
• ART 210 Visual Concepts I—2 Dimensions)
• ART 210 & ART 211 (Visual Concepts II—Camera Vision)
• ART 210 & ART 211) & ART 213 (Visual Concepts IV: Time-based Media)
• ART 210 & ART 331 (Graphic Design—Art majors only)
• ART 210 (or 211) & ART 395 (Television Production Techniques I)
• ART 211 & ART 361 (Digital Darkroom)
• ART 210 & ART 211 & ART 362 (Black and White Photography)
• ART 211 & ART 361 (Digital Darkroom) & ART 363 (Color Photography)
• ART 210 & ART 211 & ART362 (Black and White Photography) & ART363 (Color Photography)
• ART 210 & ART 211 & ART362 (Black and White Photography) & ART 364 (Studio Photography)
• ART 210 & ART361 (Digital Darkroom) & ART 364 (Studio Photography)
• ART 211 & ART361 (Digital Darkroom) & ART 365 (Sequence and Time)
• ART 210 & ART 211 & ART362 (Studio Photography) & ART 365 (Sequence and Time)
• ART 211 & ART361 (Digital Darkroom) & ART367 (Alternative Processes)
• ART 210 & ART 211 & ART362 (Studio Photography) & ART367 (Alternative Processes)
• ART 211 & ART361 (Digital Darkroom) & ART369 (Topics in Photography)
• ART 210 & ART 211 & ART362 (Studio Photography) & ART369 (Topics in Photography)
• ART 210 & ART 315 & ART 360 (Mixed-Media Book Arts) OR ART 370 (Silkscreen Printing)
• ENGL 303 Art of the Essay
• ENGL 380 (Intro to News Writing) & ENGL 382 (Feature Writing)
• ENGL 380 (Intro to News Writing) & ENGL 480 (Seminar in Advanced Journalism)
• ENGL 391 (Advanced Exposition and Argumentation) or ENGL 393 (Technical Writing) & ENGL 387 (Web Content Development)
• ENGL 393 & ENGL 394 (Technical Editing)
• MLL 406 History and Theory of Intercultural Media & MLL495 Intercultural Video Production
• MCS 377 Desktop Publishing and the Web
• MCS 395 Television Production Techniques 1
• SPCH 100 (Public Communication) and SPCH 210 (Interpersonal Communication)
• THTR 242 (Presentation Skills for Non-Actors)

for Music majors only:
• MUSC 218 (Recording Technology Lab) & MUSC 219 (Studio Recording)
• MUSC 427 (Composing at the Computer I) & MUSC 428 (Composing at the Computer II)

1 Other courses and combinations are permitted. It is recommended that students consult with their MCST advisor when choosing electives

MCS Electives
(NEW LIST)
AFST 205  Contemporary Black Popular Culture
AMST 200  What is an American?
AMST 352  US in Global Perspective
AMST 375  Studies in Asian American Culture (NEW—see attached email from
AMST Chair, Nicole King)
AMST 320  Television in American Culture
AMST 321  Radio in American Culture
AMST 322  American Society and Culture in Film
AMST 325  Studies in American Popular Culture
ANTH 211  Cultural Anthropology
ANTH 310  Ethnographic Film
ART 210  Visual Concepts 1
ART 211  Visual Concepts 2 -
ART 213  Time Based Media
ART 215  Introduction to Art and Media Studies
ART 305  Moving Images I
ART 324  History of Film
ART 325  History of Film and Video 1965-Present
ART 326  History of Photo
ART 327  Contemporary Directions in Photography
ART 331  Graphic Design - Art Majors Only
ART 342  Film/Video Theory and Criticism
ART 343  History of Animation
ART 360  Mixed Media Book Arts
ART 361  Digital Darkroom
ART 362  B&W
ART 363  Color
ART 364  Darkroom
ART 365  Sequence and Time
ART 369  Topics in Photography
ENGL 324  Theories of Communication and Technology
ENGL 303  Art of the Essay
ENGL 380  Intro to News Writing
ENGL 382  Feature Writing
ENGL 385  New Media and Digital Literacies
ENGL 387  Web Content Development
ENGL 480  Seminar in Advanced Journalism
ENGL 391  Advanced Exposition and Argumentation
ENGL 393  Technical Writing
GWST 315, (Modern Masculinities) (NEW—see attached email from GWST Chair, Carole McCann)

GWST 320/ MLLI International Women Directors
GWST 321 Queer Representations in Film and TV (NEW—see attached email from GWST Chair, Carole McCann)
GWST 322 Women and the Media
GWST 323 Gender and Sitcoms (NEW—see attached email from GWST Chair, Carole McCann)
GWST 352 Women and Information Technology (NEW—see attached email from GWST Chair, Carole McCann)
GWST 344 Transnational Femininities. (NEW—see attached email from GWST Chair, Carole McCann)

MCS 388 Modern Public Relations
MCS 345 Media Ethnography (pending)
MCS 355 Social Media: Networking and Mobility
MCS 370 (Special Topics)
MCS 390 Transcultural Studies in Global Television
MCS 377 Desktop Publishing
MCS 388 Public Relations
MCS 395/ART 395 Television Production Techniques 1
MCS 488 Production Fellows

MLL 406 History and Theory in Advanced Journalism
MLL 495 Intercultural Video Production

MLL 213 Film and Society in Spain
MLL 218 Film and Society in Latin America
MLL 220 Film and Society in China
MLL 301 Textual Analysis: Words, Images, Music
MLL 305 Introduction to Intercultural Communication
MLL 306 Intercultural Communications: Issues Confronting Immigrant and Heritage Communities
MLL 320 cross listed with GWST 320
MLL 406 History and Theory of Intercultural Media

RUSS 315 Studies in Russian Film

MUSC 214 History of Jazz
MUSC 230 Music of the World?

POLI 443 First Amendment Freedoms
SPCH 100  Public Communication
SPCH 210  Interpersonal Communication
THTR 310  History of Theatre
VPA 225  Ideas in the arts