

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*

Total credits: 25 (OLD)

Total credits: 25 (NEW)

* 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 now are 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 & ART361 (Digital Darkroom)
- ART 210 & ART 211 & ART362 (Black and White Photography)
- ART 211 & ART361 (Digital Darkroom) & ART363 (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 395Television 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