

MEDIA COMMUNICATION, B.A.

Program Learning Outcomes

Students who complete the program in Media Communication will be able to:

1. Demonstrate skills in the theoretical and/or historical critique of media. This includes the integration of a Christian worldview and ethical framework for viewing, interpreting, and critiquing media messages.
2. Demonstrate scriptwriting skills for radio, TV, film, internet, church media, and/or corporate media industries.
3. Demonstrate production and/or performance skills in radio, TV, film, internet, church media, and/or corporate media industries.
4. Demonstrate professional socialization skills in a radio, TV, film, internet, church media, and/or corporate media internship.

Concentrations

- Film Studies (p. 1)
- Multimedia (p. 1)
- Production (p. 2)
- Screen Performance (p. 2)

Film Studies Concentration¹

Code	Title	Units
Lower-Division Core Requirements		
COM 1050	Introduction to Media Communication	3
COM 1075	Scriptwriting for Television and Film	3
COM 2041	Audio Production	2
COM 2043	Introduction to TV and Film Production	3
COM 2065	Introduction to Research in Communication	3
Choose one (1) course from the following:		1
JRN 2015	Newspaper Workshop	
JRN 2017	Yearbook Workshop	
JRN 2018	Multimedia Workshop	
WRI 2016	Literary Magazine Workshop	
Upper-Division Core Requirements		
COM 3095	Media Literacy	3
COM 4022	Portfolio Construction	1
COM 4085	Communication, Values, and Society	2
Upper-Division Electives		
Choose nine (9) units from the following:		9
COM 3000	Narrative and Documentary Film	
COM 3040	Organizational Communication	
COM 3050	Electronic Media in Communication	
COM 3090	Introduction to Public Relations	
COM 4000	Sundance Film Festival	
COM 4042	Field Television Production	
COM 4043	Studio Television Production	
COM 4065	Communication Theories and Research	
COM 4090	Special Studies in Communication	
JRN 3040	Media Law and Ethics	
Writing Electives		
Choose one (1) course from the following:		3

JRN 2050	Introduction to Journalism	
WRI 2020	Introduction to Creative Writing	
WRI 3022	Creative Writing: Fiction	
WRI 3023	Creative Writing: Creative Nonfiction	
Concentration Courses		
COM 4070	Hollywood Production Workshop (offered for the Film Studies concentration @ the Los Angeles Film Studies Center - LAFSC)	4
COM 4071	Faith and Artistic Development in Film (offered for the Film Studies concentration @ the Los Angeles Film Studies Center - LAFSC)	3
COM 4072	Internship: Inside Hollywood (offered for the Film Studies concentration @ the Los Angeles Film Studies Center - LAFSC)	6
Choose one (1) course from the following:		3
COM 3071	Professional Acting for the Camera (offered for the Film Studies concentration @ the Los Angeles Film Studies Center - LAFSC)	
COM 4073	Narrative Storytelling (offered for the Film Studies concentration @ the Los Angeles Film Studies Center - LAFSC)	
COM 4074	Professional Screenwriting (offered for the Film Studies concentration @ the Los Angeles Film Studies Center - LAFSC)	
COM 4080	Independent Study (offered for the Film Studies concentration @ the Los Angeles Film Studies Center - LAFSC)	
Total Units		49

¹ Student must be accepted into the LAFSC program in order to complete this concentration.

Multimedia Concentration

Code	Title	Units
Lower-Division Core Requirements		
COM 1050	Introduction to Media Communication	3
COM 1075	Scriptwriting for Television and Film	3
COM 2041	Audio Production	2
COM 2043	Introduction to TV and Film Production	3
COM 2065	Introduction to Research in Communication	3
Choose one (1) course from the following:		1
JRN 2015	Newspaper Workshop	
JRN 2017	Yearbook Workshop	
JRN 2018	Multimedia Workshop	
WRI 2016	Literary Magazine Workshop	
Upper-Division Core Requirements		
COM 3095	Media Literacy	3
COM 4021	Internship in Communication	3
COM 4022	Portfolio Construction	1
COM 4085	Communication, Values, and Society	2
Upper-Division Electives		
Choose nine (9) units from the following:		9
COM 3000	Narrative and Documentary Film	
COM 3040	Organizational Communication	

COM 3050	Electronic Media in Communication
COM 3090	Introduction to Public Relations
COM 4000	Sundance Film Festival
COM 4065	Communication Theories and Research
COM 4090	Special Studies in Communication
JRN 3040	Media Law and Ethics

Writing Electives

Choose one (1) course from the following: 3

JRN 2050	Introduction to Journalism
WRI 2020	Introduction to Creative Writing
WRI 3022	Creative Writing: Fiction
WRI 3023	Creative Writing: Creative Nonfiction

Concentration Courses

ART 1003	Two-Dimensional Design	3
ART 2002	Introduction to Computer Graphics	3
ART 3015	Introduction to Interactive Web Design	3
ART 4050	Interactive Web Design	3

Total Units 48**Production Concentration**

Code	Title	Units
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Lower-Division Core Requirements

COM 1050	Introduction to Media Communication	3
COM 1075	Scriptwriting for Television and Film	3
COM 2041	Audio Production	2
COM 2043	Introduction to TV and Film Production	3
COM 2065	Introduction to Research in Communication	3

Choose one (1) course from the following: 1

JRN 2015	Newspaper Workshop
JRN 2017	Yearbook Workshop
JRN 2018	Multimedia Workshop
WRI 2016	Literary Magazine Workshop

Upper-Division Core Requirements

COM 3095	Media Literacy	3
COM 4021	Internship in Communication	3
COM 4022	Portfolio Construction	1
COM 4085	Communication, Values, and Society	2

Upper-Division Electives

Choose nine (9) units from the following: 9

COM 3000	Narrative and Documentary Film
COM 3040	Organizational Communication
COM 3050	Electronic Media in Communication
COM 3090	Introduction to Public Relations
COM 4000	Sundance Film Festival
COM 4065	Communication Theories and Research
COM 4090	Special Studies in Communication
JRN 3040	Media Law and Ethics

Writing Electives

Choose one (1) course from the following: 3

JRN 2050	Introduction to Journalism
WRI 2020	Introduction to Creative Writing
WRI 3022	Creative Writing: Fiction

WRI 3023	Creative Writing: Creative Nonfiction
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Concentration Courses

Choose eight (8) units from the following: 8

COM 3013	Television News Production
COM 4020	Communication Practicum II
COM 4025	Advanced Television Workshop
COM 4035	Advanced Audio Production
COM 4042	Field Television Production
COM 4043	Studio Television Production

Total Units 44**Screen Performance Concentration**

Code	Title	Units
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Lower-Division Core Requirements

COM 1050	Introduction to Media Communication	3
COM 1075	Scriptwriting for Television and Film	3
COM 2041	Audio Production	2
COM 2043	Introduction to TV and Film Production	3
COM 2065	Introduction to Research in Communication	3

Choose one (1) course from the following: 1

JRN 2015	Newspaper Workshop
JRN 2017	Yearbook Workshop
JRN 2018	Multimedia Workshop
WRI 2016	Literary Magazine Workshop

Upper-Division Core Requirements

COM 3095	Media Literacy	3
COM 4021	Internship in Communication	3
COM 4022	Portfolio Construction	1
COM 4085	Communication, Values, and Society	2

Upper-Division Electives

Choose nine (9) units from the following: 9

COM 3000	Narrative and Documentary Film
COM 3040	Organizational Communication
COM 3050	Electronic Media in Communication
COM 3090	Introduction to Public Relations
COM 4000	Sundance Film Festival
COM 4065	Communication Theories and Research
COM 4090	Special Studies in Communication
JRN 3040	Media Law and Ethics

Writing Electives

Choose one (1) course from the following: 3

JRN 2050	Introduction to Journalism
WRI 2020	Introduction to Creative Writing
WRI 3022	Creative Writing: Fiction
WRI 3023	Creative Writing: Creative Nonfiction

Concentration Courses

Choose eight (8) units from the following: 8

COM 3013	Television News Production
COM 4020	Communication Practicum II
COM 4025	Advanced Television Workshop
COM 4035	Advanced Audio Production
TRE 2050	Voice and Diction

TRE 2070	Acting	
Total Units		44