

MEDIA COMMUNICATION, B.A.

Program Learning Outcomes

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

1. Examine and understand past and present production strategies of media across multiple modalities.
2. Incorporate individual creativity within a team dynamic in the process of designing, constructing, and producing media projects.
3. Create scripts, audio projects, and visual narratives according to industry-specific standards.
4. Display critical thinking when comparing, evaluating, and interpreting diverse media content.

Concentrations

- Content Creation (p. 1)
- Film (p. 1)
- Multimedia (p. 2)

Content Creation Concentration

Code	Title	Units
Lower-Division Core Requirements		
ART 1003	Two-Dimensional Design	3
COM 1050	Introduction to Media Communication	3
COM 1075	Scriptwriting for Television and Film	3
COM 2015	Radio Workshop	1
COM 2016	Television Workshop	1
COM 2017	Photography Workshop	1
COM 2043	Introduction to TV and Film Production	3
Choose one (1) course from the following:		1
COM 2000	Sundance Film Festival	
ENG 2016	Literary Magazine Workshop	
JRN 2015	Newspaper Workshop	
JRN 2017	Yearbook Workshop	
JRN 2018	Multimedia Workshop	
MTC 1000	Introduction to Music Technology	
Upper-Division Core Requirements		
COM 3000	Narrative and Documentary Film ¹	3
COM 3026	Media Aesthetics ²	3
COM 3095	Media Literacy	3
COM 4021	Internship in Communication ³	3
COM 4022	Portfolio Construction	1
COM 4085	Communication, Values, and Society	2
JRN 3040	Media Law and Ethics	3
Communication Electives		
Choose three (3) units from the following:		3
COM 2050	Intercultural Communication	
COM 2065	Introduction to Research in Communication	
COM 3030	Persuasion	
COM 3040	Organizational Communication	
COM 3045	Leadership Communication	
COM 3060	Professional Speaking for Career Settings	
COM 3090	Introduction to Public Relations	

COM 4020	Communication Practicum II	
COM 4060	Rhetorical Theories and Models	
COM 4065	Communication Theories and Research	
COM 4090	Special Studies in Communication	
Writing Electives		
Choose one (1) course from the following:		3
ENG 2020	Introduction to Creative Writing	
ENG 3022	Creative Writing: Fiction	
ENG 3023	Creative Writing: Creative Nonfiction	
ENG 4005	Professional Writing	
JRN 2050	Introduction to Journalism	
Concentration Courses		
COM 4026	Advanced Media Practicum ⁴	3
JRN 3013	Broadcast News	3
Choose three (3) units from the following:		3
ART 2002	Introduction to Computer Graphics	
ART 2026	Photography: Digital	
COM 4090	Special Studies in Communication	
JRN 3050	Special Topics in Journalism	
JRN 4013	Advanced Broadcast News	
JRN 4030	Multimedia Journalism	
Total Units		49

¹ May be substituted with COM 4073 if approved to take courses at the Los Angeles Film Studies Center (LAFSC).

² May be substituted with COM 4071 if approved to take courses at the Los Angeles Film Studies Center (LAFSC).

³ May be substituted with COM 4072 if approved to take courses at the Los Angeles Film Studies Center (LAFSC).

⁴ May be substituted with COM 4080 if approved to take courses at the Los Angeles Film Studies Center (LAFSC).

Film Concentration

Code	Title	Units
Lower-Division Core Requirements		
ART 1003	Two-Dimensional Design	3
COM 1050	Introduction to Media Communication	3
COM 1075	Scriptwriting for Television and Film	3
COM 2015	Radio Workshop	1
COM 2016	Television Workshop	1
COM 2017	Photography Workshop	1
COM 2043	Introduction to TV and Film Production	3
Choose one (1) course from the following:		1
COM 2000	Sundance Film Festival	
ENG 2016	Literary Magazine Workshop	
JRN 2015	Newspaper Workshop	
JRN 2017	Yearbook Workshop	
JRN 2018	Multimedia Workshop	
MTC 1000	Introduction to Music Technology	
Upper-Division Core Requirements		
COM 3000	Narrative and Documentary Film ¹	3
COM 3026	Media Aesthetics ²	3
COM 3095	Media Literacy	3

COM 4021	Internship in Communication ³	3
COM 4022	Portfolio Construction	1
COM 4085	Communication, Values, and Society	2
JRN 3040	Media Law and Ethics	3
Communication Electives		
Choose three (3) units from the following:		3
COM 2050	Intercultural Communication	
COM 2065	Introduction to Research in Communication	
COM 3030	Persuasion	
COM 3040	Organizational Communication	
COM 3045	Leadership Communication	
COM 3060	Professional Speaking for Career Settings	
COM 3090	Introduction to Public Relations	
COM 4020	Communication Practicum II	
COM 4060	Rhetorical Theories and Models	
COM 4065	Communication Theories and Research	
COM 4090	Special Studies in Communication	
Writing Electives		
Choose one (1) course from the following:		3
ENG 2020	Introduction to Creative Writing	
ENG 3022	Creative Writing: Fiction	
ENG 3023	Creative Writing: Creative Nonfiction	
ENG 4005	Professional Writing	
JRN 2050	Introduction to Journalism	
Concentration Courses		
COM 4024	Scriptwriting Workshop ⁴	3
COM 4026	Advanced Media Practicum ⁵	3
Choose three (3) units from the following:		3
ART 2021	Photography: Darkroom and Film	
COM 4090	Special Studies in Communication	
ENG 3051	Diverse Voices of Cinema (GE)	
HIS 3068	Modern China Through Film	
PHL 3080	Philosophy in Film	
Total Units		49

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³ May be substituted with COM 4072 if approved to take courses at the Los Angeles Film Studies Center (LAFSC).

⁴ May be substituted with COM 4074 if approved to take courses at the Los Angeles Film Studies Center (LAFSC).

⁵ May be substituted with COM 4080 if approved to take courses at the Los Angeles Film Studies Center (LAFSC).

Multimedia Concentration

Code	Title	Units
Lower-Division Core Requirements		
ART 1003	Two-Dimensional Design	3
COM 1050	Introduction to Media Communication	3
COM 1075	Scriptwriting for Television and Film	3
COM 2015	Radio Workshop	1

COM 2016	Television Workshop	1
COM 2017	Photography Workshop	1
COM 2043	Introduction to TV and Film Production	3
Choose one (1) course from the following:		1
COM 2000	Sundance Film Festival	
ENG 2016	Literary Magazine Workshop	
JRN 2015	Newspaper Workshop	
JRN 2017	Yearbook Workshop	
JRN 2018	Multimedia Workshop	
MTC 1000	Introduction to Music Technology	
Upper-Division Core Requirements		
COM 3000	Narrative and Documentary Film ¹	3
COM 3026	Media Aesthetics ²	3
COM 3095	Media Literacy	3
COM 4021	Internship in Communication ³	3
COM 4022	Portfolio Construction	1
COM 4085	Communication, Values, and Society	2
JRN 3040	Media Law and Ethics	3
Communication Electives		
Choose three (3) units from the following:		3
COM 2050	Intercultural Communication	
COM 2065	Introduction to Research in Communication	
COM 3030	Persuasion	
COM 3040	Organizational Communication	
COM 3045	Leadership Communication	
COM 3060	Professional Speaking for Career Settings	
COM 3090	Introduction to Public Relations	
COM 4020	Communication Practicum II	
COM 4060	Rhetorical Theories and Models	
COM 4065	Communication Theories and Research	
COM 4090	Special Studies in Communication	
Writing Electives		
Choose one (1) course from the following:		3
ENG 2020	Introduction to Creative Writing	
ENG 3022	Creative Writing: Fiction	
ENG 3023	Creative Writing: Creative Nonfiction	
ENG 4005	Professional Writing	
JRN 2050	Introduction to Journalism	
Concentration Courses		
ART 2002	Introduction to Computer Graphics	3
COM 4026	Advanced Media Practicum ⁴	3
Choose three (3) units from the following:		3
ART 3015	Introduction to Interactive Web Design	
ART 4050	Interactive Web Design	
COM 4090	Special Studies in Communication	
JRN 4030	Multimedia Journalism	
Total Units		49

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⁴ May be substituted with COM 4080 if approved to take courses at the Los Angeles Film Studies Center (LAFSC).