

Student ID: _____
Student Name: _____
Advisor Name: _____

Catalog: Fall 2023 Undergraduate Catalog
Program: Media Production and Studies, Specialization in
Media Studies, B.A.

This is for planning purposes only, please check with your advisor with questions about your degree progress

Media Production and Studies, Specialization in Media Studies, B.A.

Media Studies

The traditional electronic media of television and radio are more important than ever as sources of information and entertainment. This is partly because of fundamental changes in media industries and technologies that allow programs once available only from broadcast stations and cable systems to be delivered through the Internet to devices and locations unimaginable just a few years ago. At the same time, traditional program forms are being rapidly reinvented. From music videos and podcasts to web advertisements, social media content and YouTube programs, media is attracting new audiences that are both global and hyper-local.

The mission of Media Studies specialization is to produce graduates who can analyze, understand, and predict future trends in media industries and the influences of media on individuals and societies. Ultimately media studies graduates find careers in media programming, sales, management, marketing, and research at public and commercial radio and television, cable television, telephony, social media, advertising, and education companies and organizations.

Learning Outcomes

Upon completion of the baccalaureate degree, students in Media Studies are expected to:

- Comprehend and analyze the historical, cultural, political, and economic contexts that shape the operation of electronic media systems (broadcasting, telephony, Internet, digital media);
- Critically analyze the social, cultural, and psychological effects and implications of electronic media systems from a variety of theoretical and policy perspectives;
- Comprehend and apply the key social science research methods used in researching the role of electronically mediated communication processes;
- Formulate and effectively communicate ideas in oral, written, and visual contexts;
- Comprehend and analyze the various production, performance, and writing techniques that are integral to the realization of effective media texts.

BG Perspective (BGP) Requirements

Must complete at least 1 course in each of the following:

English Composition and Oral Communication

Quantitative Literacy

Must Complete at least 2 courses in each of the following:

Humanities and the Arts

Natural Sciences - at least one Lab Science required

Social and Behavioral Sciences

Complete total required BGP credit hours by selecting courses from any of the above categories:

University Requirements

Designated courses in Humanities and the Arts and the Social and Behavioral Sciences domains may be used to fulfill both the BGP requirement and one of the following university requirements:

Cultural Diversity in the US _____

International Perspective _____

Composition Requirement:

WRIT 1120

Total BGP Credits: Must be at least 36

Arts & Sciences Requirements

World Languages and Cultures (_____ yrs of HS_____)

Consult the Undergraduate Catalog or the Arts and Sciences Student Handbook regarding approved course options in the different language and culture areas.

_____	_____
_____	_____
_____	_____
_____	_____

Lab Science

_____	_____
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Multidisciplinary Component

Select from approved offerings, in consultation with an advisor and a faculty mentor. Four courses total, each with a different subject prefix. At least two courses at 3000/4000 level. Courses applied to the Arts & Sciences MDC may not be used to fulfill other Arts and Sciences degree requirements, nor may they be used to fulfill major, minor, BGP or other program requirements.

_____	_____
_____	_____
_____	_____
_____	_____

Major Requirements

Media Production & Studies Core Requirements

(13-15 Hours)

Course Name	Terms Taken	Grade	Core
MDIA 1030 - Media and the Information Society			
MDIA 2600 - Writing for Electronic Media			
MDIA 3550 - Global Media Systems and Policy			
or			
MDIA 4600 - Media Policy and Industry			
or			
MDIA 4750 - Privacy, Dissent, and the Surveillance Society			
MDIA 3660 - Media's Influence on Individuals and Society			
MDIA 4890 - Media Internship			

Specialization in Media Studies

(24 Hours)

Requirements

(6 Hours)

Course Name	Terms Taken	Grade	Core
MDIA 3650 - Social History of Media			
MDIA 3600 - Media Research			
or			
COMM 3000 - Communication Research Methods			
or			
MDIA 4610 - Audience Research and Targeting			

Media Studies Electives

(15 Hours)

(Consultation with department advisor is strongly recommended)

- MDIA
- MDIA
- MDIA/COMM/ADV
- MDIA/COMM/ADV

Course Name	Terms Taken	Grade	Core
ADV 2640 - Introduction to Interactive Advertising and Social Media			
MDIA 2650 - Internet Applications for Media Industry			
MDIA 2700 - Topics in Minorities and Film/Video			
MDIA 3000 - Early Documentary Genres and Traditions			
MDIA 3100 - Documenting Human-Global Challenges after 1968			
MDIA 3200 - Documentary Research & Writing			
MDIA 3520 - Social Media and Society			
MDIA 3600 - Media Research			
or			
COMM 3000 - Communication Research Methods			
MDIA 3610 - Media & Strategic Communication			
MDIA 4000 - Topics in Documentary Studies			
MDIA 4390 - Topics in Sport Media			
ADV 4530 - Advertising Sales and Media Promotion			
MDIA 4600 - Media Policy and Industry			
MDIA 4610 - Audience Research and Targeting			
ADV 4630 - Content Strategies and Platform Distribution			
MDIA 4640 - Social Media Campaigns			
MDIA 4660 - Television and Film Criticism			
MDIA 4670 - Gender, Media & Culture			
MDIA 4690 - Seminar: Contemporary Issues in Media Studies			
MDIA 4750 - Privacy, Dissent, and the Surveillance Society			
MDIA 4860 - Media, Power, and Place			
MDIA 4900 - Problems in Media			
MDIA 4911 - Media Management			

Electives

(6 Hours)

Any other MDIA courses; 3 hrs. must be at the 3000-level.

- MDIA
- MDIA
- MDIA

Total Hours: 40-42

Minor

(Usually 20 Hours, no courses in major may be used)

Electives and Non-Credit Courses

Communication Electives:

No more than two (2) COMM Electives will apply to the Media Studies Electives.

Course Name	Terms Taken	Grade	Core
COMM 3040 - Leadership in Communication			
COMM 3070 - Organizational Communication			
COMM 3100 - Rhetorical Criticism			

Suggested Groupings:

Documentary Producers:

Course Name	Terms Taken	Grade	Core
MDIA 3000 - Early Documentary Genres and Traditions			
MDIA 3100 - Documenting Human-Global Challenges after 1968			
MDIA 3200 - Documentary Research & Writing			
MDIA 3520 - Social Media and Society			

ADV 4530 - Advertising Sales and Media Promotion			
ADV 4630 - Content Strategies and Platform Distribution			
Documentary Studies:			
Course Name	Terms Taken	Grade	Core
MDIA 2700 - Topics in Minorities and Film/Video			
MDIA 3000 - Early Documentary Genres and Traditions			
MDIA 3100 - Documenting Human-Global Challenges after 1968			
MDIA 3200 - Documentary Research & Writing			
MDIA 4660 - Television and Film Criticism			
MDIA 4670 - Gender, Media & Culture			
Global Media Studies			
Course Name	Terms Taken	Grade	Core
MDIA 2700 - Topics in Minorities and Film/Video			
MDIA 3100 - Documenting Human-Global Challenges after 1968			
MDIA 3600 - Media Research			
MDIA 4600 - Media Policy and Industry			
MDIA 4660 - Television and Film Criticism			
MDIA 4670 - Gender, Media & Culture			
Media Analyst			
Course Name	Terms Taken	Grade	Core
MDIA 2650 - Internet Applications for Media Industry			
MDIA 3520 - Social Media and Society			
MDIA 4390 - Topics in Sport Media			
MDIA 4610 - Audience Research and Targeting			
ADV 4530 - Advertising Sales and Media Promotion			
ADV 4630 - Content Strategies and Platform Distribution			
Media Business/Management:			
Course Name	Terms Taken	Grade	Core
MDIA 3520 - Social Media and Society			
MDIA 3600 - Media Research			
MDIA 4600 - Media Policy and Industry			
ADV 2640 - Introduction to Interactive Advertising and Social Media			
ADV 4530 - Advertising Sales and Media Promotion			
ADV 4630 - Content Strategies and Platform Distribution			
Media History & Criticism:			
Course Name	Terms Taken	Grade	Core
MDIA 2700 - Topics in Minorities and Film/Video			
MDIA 3000 - Early Documentary Genres and Traditions			
MDIA 3100 - Documenting Human-Global Challenges after 1968			
MDIA 4660 - Television and Film Criticism			
MDIA 4670 - Gender, Media & Culture			
MDIA 4860 - Media, Power, and Place			
Social Media:			
Course Name	Terms Taken	Grade	Core
ADV 2640 - Introduction to Interactive Advertising and Social Media			
MDIA 2650 - Internet Applications for Media Industry			
MDIA 3520 - Social Media and Society			
MDIA 3600 - Media Research			
MDIA 4600 - Media Policy and Industry			
MDIA 4640 - Social Media Campaigns			
Notes:			
<ul style="list-style-type: none"> No course from the major may be counted in the minor 			

- No course from any minor may be counted in the major.
- MDIA 4890 Media Internships may be taken up to 3 credit hours.
See internship coordinator.

For Graduation You Will Need:

1. 122 credit hours minimum.
2. Minimum GPA 2.00.
3. At least 30 credit hours of BGSU course work.
4. 40 credit hours at the 3000/4000 level.
5. Completion of all degree requirements, including the BG Perspective Core.
6. A major, and if required, a minor, specialization or emphasis.

Any substitution or waiver of courses required for your major or minor program must originate in the department/school offering the major or minor and must be approved by the College Office.

To ensure a timely graduation, see a **College Advisor** during the semester prior to your intended graduation.

Remember to complete an **Application for Graduation** by the end of the second week of classes during the fall semester or spring regular session, or by the end of the first week of the summer semester. For the specific dates, check your DARS. You may log onto MyBGSU to complete the online application. After the deadlines, you will need to complete an application in person in the College Office.

Notes: