

DEPARTMENT OF MEDIA AND COMMUNICATION

The Department of Media and Communication offers two degrees: a B.S. in Media and Communication and a B.S. in Digital Media Production. Students pursuing the B.S. in Media and Communication are required to select a minor and may choose from Film Studies, Media Writing, Public Relations, Speech and Performance, Sports Media, or a minor from another academic area. A second major would also satisfy this requirement.

A minor in Media and Communication is available to students who are not pursuing a major in Media and Communication or Digital Media Production.

The Media and Communication Major

The Bachelor of Science (B.S.) in Media and Communication degree begins with common courses designed to establish a strong foundation in visual, verbal, and written communication. Other courses in the core help students develop skills in communication through media and give students insights into professional, theoretical, critical, and historical aspects of the industry. Students take a mix of courses related to their interests in radio, TV/film, speech and performance communication, digital media, and public relations, and are encouraged to select minors based on their interests in these areas. Opportunities are available for student participation in performances; in print, online and broadcast journalism; and in radio, video, and television productions. All students gain practical professional experience through required internships.

Program Objectives

The Media and Communication program gives students the knowledge and skills needed to become effective professional communicators.

The Media and Communication graduates are expected to be able to achieve the following objectives:

1. to communicate effectively in person;
2. to communicate effectively through multiple media;
3. to analyze and critically evaluate messages produced in different media;
4. to identify and discuss historical, ethical, and legal issues related to media and communication; and
5. to demonstrate potential to work as a professional in the field of media and communication.

The Digital Media Production Major

The Bachelor of Science (B.S.) in Digital Media Production degree program is designed to prepare students for careers in digital media content production and distribution. The program provides students with the theoretical and technical competence to create meaningful and effective audio-visual content, and offers practical, hands-on experience needed to be successful content creators in an ever-changing digital industry. The program also exposes students to the process of creative ideation and discovery, as well as production asset management and organization. Graduates will be prepared to start personal ventures, work for existing media outlets/companies, or work within corporate media departments. The Digital Media Production degree program aligns with existing South Carolina Career and Technical Education (CTE) Radio and TV programs.

Program Objectives

Graduates of the Media and Communication program are expected to be able to achieve the following objectives:

1. to communicate effectively in written communication and audio/video presentation;
2. to understand the fundamental concepts of teamwork and demonstrate the ability to work in teams;
3. to demonstrate a clear perception of media ethics;
4. to demonstrate industry standard knowledge in video, audio, media technology systems, basic production, broadcast design fundamentals, audience presentation, and media production software; and
5. to demonstrate problem solving skills.

Minors in Media and Communication

Students from any major may select minors in Film Studies, Media Writing, Public Relations, Speech and Performance, and Sports Media. Students interested in any of these minors should consult with Media and Communication faculty as early in their academic careers as possible. A minor Media and Communication is open to students who are not pursuing a major in Media and Communication or Digital Media Production.

Film Studies Minor

Students must (1) work carefully with their advisors in choosing courses of study and (2) complete the 18-credit hours of study with “C” or better in each course. Some upper-level courses may require instructor permission. Prerequisites include “C” or better in ENGL 101 and ENGL 102. This minor is open to students from any major.

The minor requires 18 hours of coursework as follows:

HUMA 240: History of the Cinema	3
HUMA 285: Introduction to Film Studies	3
MEDA 390: Scriptwriting	3

Nine hours from the following: 9

ENGL 326: Cultural Studies in American Cinema
ENGL 403: Special Topics in Film Studies
MEDA 290: Practicum: Short Film Production
MEDA 370: Documentary Films
MEDA 371: International Films
MEDA 372: Great Film Directors
MEDA 380: Special Topics in Global Media
SPAN 320: Hispanic Cinema

Note: ENGL and MEDA topics classes that are film-related may be petitioned to substitute for one of the three-hour elective courses

Media and Communication Minor

This minor is not open to Media and Communication majors. It requires a total of 18 hours of coursework as follows:

JOUR 201: Introduction to Journalism	3
MEDA 101: Understanding Media	3
MEDA 200: Media Skills	3

Nine hours from the following: 9

MEDA 202: Radio Production or MEDA 209: Audio Production I
MEDA 310: Digital Video Production
MEDA 312: Advanced Audio Production
MEDA 340: Television News Reporting
JOUR 375: Feature and Magazine Writing
MEDA 204: Communications Design
MEDA 219: Communications Photography
MEDA 290: Media Practicum (3 hours) or MEDA 490: Student Media Internship (3 hours)
MEDA 301: Special Topics in Mass Communication
MEDA 341: Introduction to Public Relations
MEDA 351: Social Media
MEDA 360: Writing for Multiple Media
MEDA 410: Advanced Digital Video Production
MEDA 450: Advanced Television Production

Media Writing Minor

This minor requires 18 hours of coursework and is intended to assist students in careers related to journalism, media, public relations, and technical writing.

JOUR 201: Introduction to Journalism	3
MEDA 261: Broadcast Writing	3
MEDA 490: Student Media Internship (<i>The Forum</i>) or WRIT 405: <i>New Voices</i>	3
Nine hours from the following:	9
JOUR 302: Publication Design	
JOUR 375: Feature and Magazine Writing	
MEDA 342: PR Communications (prerequisite MEDA 341)	
MEDA 360: Writing for Multiple Media	
MEDA 390: Scriptwriting	
WRIT 350: Professional Revising and Editing	
WRIT 450: Technical Writing	

Public Relations Minor

This minor requires 18 hours of coursework as follows:

JOUR 201: Introduction to Journalism	3
MEDA 101: Understanding Media	3
MEDA 341: Introduction to Public Relations	3

Nine hours from the following: 9

MKT 201: Principles of Marketing	
MEDA 342: PR Communications	
MEDA 343: PR Cases and Campaigns	
MEDA 345: Advertising Strategies and Design	
MEDA 351: Social Media	
MEDA 421: Seminar in Media Law and Ethics	
MEDA 490: Student Media Internship (3 hours) or MEDA 491: Internship in Media and Communication (3 hours)	
WRIT 373: Writing and Research Methods	

Speech and Performance Minor

This minor requires 18 hours of coursework as follows:

SPCH 101: Speech Fundamentals	3
SPCH 201: Voice and Diction	3
SPCH 302: Voice Acting	3

Nine hours from the following: 9

MEDA 390: Scriptwriting	
THTR 200 Acting 1	
THTR 201: Theatre Appreciation	
THTR 203: Acting 2	
THTR 301: Special Topics in Theatre and Performance	
THTR 308: On Camera Acting Technique	
THTR 490: Internship (3 hours)	

A 300-level or above speech, theatre, honors, or media course focused on performance technique may be petitioned to substitute for one of the three-hour elective courses.

Sports Media Minor

This minor requires 18 hours of coursework as follows:

MEDA 101: Understanding Media	3
MEDA 215: Sports Media and Society	3
JOUR 201: Introduction to Journalism	3

Nine hours from the following:

9

SPTM 101: Introduction to Sports Management

SPTM 201: Principles of Sports Management or

MGMT 201: Principles of Management

MEDA 202: Radio Production

MEDA 219: Communications Photography

MEDA 261: Broadcast Writing

MEDA 310: Digital Video Production

MEDA 315: Multimedia Sports Journalism

MEDA 316: Topics in Sports Media

MEDA 341: Introduction to Public Relations

MEDA 351: Introduction to Social Media

MEDA 360: Writing for Multiple Media

MEDA 490: Student Media Internship (sports media, 3 hours)

MEDA 491: Internship in Media and Communication (sports media, 3 hours)

HIST 344: Sport in American History

SOCI 356: Sociology of Sports and Leisure

SPTM 302: Principles of Sports Marketing

PEES 424: Sports Psychology

2024-2025 PROGRAM REQUIREMENTS

DEGREE: BACHELOR OF SCIENCE
MAJOR: DIGITAL MEDIA PRODUCTION

Credit Hours

GENERAL EDUCATION REQUIREMENTS

(For approved courses, see General Education: www.lander.edu/gen-ed.)

- | | |
|--|---|
| A. Core Academic Skills (9 hours) | |
| *ENGL 101: Writing and Inquiry I | 3 |
| *ENGL 102: Writing and Inquiry II | 3 |
| Mathematics | 3 |
| B. Humanities and Fine Arts | |
| ART 101: Introduction to Art | 3 |
| SPCH 101: Speech Fundamentals | 3 |
| C. Behavioral and Social Perspectives | 6 |
| (6 hours selected from 2 different disciplines) | |
| <i>If you already have credit for HIST 111, do not take HIST 111R; if you already have credit for HIST 112, do not take HIST 112R; if you already have credit for POLS 101, do not take POLS 101R.</i> | |
| D. Scientific and Mathematical Reasoning | 7 |
| (7 hours selected from 2 different disciplines, 1 lab science required) | |
| E. Founding Documents of the United States | 3 |
| HIST 111R: United States History to 1877 or | |
| HIST 112R: United States History since 1877 or | |
| POLS 101R: American National Government | |
| <i>If you already have credit for HIST 111, do not take HIST 111R; if you already have credit for HIST 112, do not take HIST 112R; if you already have credit for POLS 101, do not take POLS 101R.</i> | |
| F. World Cultures | 3 |
| G. LINK 101: Leadership, Involvement, Networking and Knowledge | 1 |
| LINK 101 is required of all new transfer students who have earned less than 24 credit hours of college-level work and all first-time freshmen. | |

TOTAL GENERAL EDUCATION REQUIREMENTS 35

If all of the General Education requirements are met and/or waived, and the credit hours do not add up to at least 30, the General Education requirements are not complete. If below 30, additional General Education courses from any category must be taken until the total hours add up to at least 30 hours.

MAJOR PROGRAM LOWER-LEVEL REQUIREMENTS

- | | |
|--|---|
| MEDA 101: Understanding Media | 3 |
| MEDA 110: Intro to Digital Media Production | 3 |
| MEDA 200: Media Skills | 3 |
| Writing Requirement: | 3 |
| MEDA 261: Broadcast Writing or | |
| MEDA 390: Scriptwriting or | |
| JOUR 201: Introduction to Journalism | |
| MEDA 201: Foundations of Producing and Directing | 3 |
| MEDA 204: Communication Design | 3 |
| MEDA 219: Communication Photography | 3 |
| MEDA 202: Radio Production or | 3 |

MEDA 209: Audio Production 1

MAJOR PROGRAM UPPER-LEVEL REQUIREMENTS

MEDA 304: Broadcast Graphics	3
MEDA 310: Digital Video Production 1	3
MEDA 312: Advanced Audio Production	3
MEDA 350: Web Distribution	3
MEDA 410: Advanced Video Production	3
MEDA 421: Media Law and Ethics	3
MEDA 460: Emerging Media	3
MEDA 490: Student Media Internship or MEDA: 491 Internship in Media and Communication	3
MEDA 498: Digital Media Production Exit Project	2
MEDA 499: Capstone	1

MAJOR PROGRAM ELECTIVES

Students must take at least 9 hours of electives from 300- or 400- level related courses. 12
Study abroad courses with a production-related focus can be substituted with the approval of the Department Chair.

- ENGL 326 Cultural Studies in American Cinema
- ENGL 403 Special Topics in Film Studies
- MEDA 240 TV News Reporting
- MEDA 301 Special Topics in Mass Communication
- MEDA 315 Multimedia Sports Journalism
- MEDA 346 Digital Cinematography
- MEDA 370 Documentary Films
- MEDA 371 International Films
- MEDA 372 Great Film Directors
- MEDA 380 Special Topics in Global Media
- MEDA 401 Special Topics in Digital Media
- MEDA 402 Short Film Production
- MEDA 403 Advanced Broadcast Graphics
- MEDA 450 TV Studio Production
- **MEDA 490 or 491 Internship
- SPAN 327 Hispanic Cinema in Translation
- SPCH 302 Voice Acting
- THTR 308 On-Camera Acting Techniques

**An additional internship can be used as an elective only after the Major Requirements have been met.

TOTAL MAJOR PROGRAM REQUIREMENTS 63

ADDITIONAL ELECTIVES 22

TOTAL FOR BS DEGREE 120

*Students must earn a “C” or better in all program requirement courses and in ENGL 101 and ENGL 102.

Coursework must include at least 30 credit hours earned at 300-level or above, of which 12 credit hours must be in the major.

See 4-year major guides for recommended order in which to take courses
<https://www.lander.edu/academics/registrars-office/major-guides.html>.

2024-2025 PROGRAM REQUIREMENTS

DEGREE: BACHELOR OF SCIENCE
MAJOR: MEDIA AND COMMUNICATION

Credit Hours

GENERAL EDUCATION REQUIREMENTS

(For approved courses, see General Education: www.lander.edu/gen-ed.)

A. Core Academic Skills (9 hours)	3
*ENGL 101: Writing and Inquiry I	3
*ENGL 102: Writing and Inquiry II	3
Mathematics	3
B. Humanities and Fine Arts	6
(6 hours selected from 2 different disciplines)	
C. Behavioral and Social Perspectives	6
(6 hours selected from 2 different disciplines)	
<i>If you already have credit for HIST 111, do not take HIST 111R; if you already have credit for HIST 112, do not take HIST 112R; if you already have credit for POLS 101, do not take POLS 101R.</i>	
D. Scientific and Mathematical Reasoning	7
(7 hours selected from 2 different disciplines, 1 lab science required)	
E. Founding Documents of the United States	3
HIST 111R: United States History to 1877 or	
HIST 112R: United States History since 1877 or	
POLS 101R: American National Government	
<i>If you already have credit for HIST 111, do not take HIST 111R; if you already have credit for HIST 112, do not take HIST 112R; if you already have credit for POLS 101, do not take POLS 101R.</i>	
F. World Cultures	3
G. LINK 101: Leadership, Involvement, Networking and Knowledge	1
LINK 101 is required of all new transfer students who have earned less than 24 credit hours of college-level work and all first-time freshmen.	
TOTAL GENERAL EDUCATION REQUIREMENTS	35

If all of the General Education requirements are met and/or waived, and the credit hours do not add up to at least 30, the General Education requirements are not complete. If below 30, additional General Education courses from any category must be taken until the total hours add up to at least 30 hours.

MAJOR PROGRAM CORE REQUIREMENTS

*JOUR 201: Introduction to Journalism	3
*MEDA 101: Understanding Media	3
*MEDA 200: Media Skills	3
*MEDA 202: Radio Production	3
*MEDA 310: Digital Video Production	3
*MEDA 341: Introduction to Public Relations	3
*MEDA 421: Seminar in Media Law and Ethics	3
*MEDA 460: Emerging Media	3
*MEDA 499: Senior Capstone	1
*SPCH 101: Speech Fundamentals	3
*SPCH 201: Voice and Diction	3

MAJOR PROGRAM ADDITIONAL REQUIREMENTS

Writing (Choose 3 hours from the following)	3
JOUR 375: Feature and Magazine Writing	
MEDA 360: Writing for Multiple Media	
MEDA 261: Broadcast Writing	
MEDA 390: Scriptwriting	
Visual Communication (Choose 3 hours from the following)	3
JOUR 302: Publication Design	
JOUR 203: Introduction to Web Design	
MEDA 204: Communications Design	
MEDA 219: Communications Photography	
Internship or Practicum (Choose 3 hours from the following)	3
MEDA 290: Media Practicum	
MEDA 490: Student Media Internship	
MEDA 491: Internship in Media and Communication	
THTR 490: Theatre Internship	
TOTAL MAJOR PROGRAM REQUIREMENTS	40
**ADDITIONAL ELECTIVES (Includes hours for required minor)	45
At least 14 credit hours may need to be 300-level or above. The remaining hours may be at any level.	
TOTAL FOR BS DEGREE	120

*Students must earn a “C” or better in all program requirement courses and in ENGL 101 and ENGL 102.

**The Media and Communication major requires a minor. Students are encouraged to choose from five minors within the department (Film Studies, Media Writing, Public Relations, Speech and Performance, or Sports Media). Other minors or a second major require justification and approval by the faculty advisor and department chair.

Coursework must include at least 30 credit hours earned at 300-level or above, of which 12 credit hours must be in the major.

See 4-year major guides for recommended order in which to take courses.

<https://www.lander.edu/academics/registrar-office/major-guides.html>