

Media Studies Track

The Media Studies Track Focuses on the understanding of media, culture, and society, as well as their inter-relationships. The pervasiveness of media in our everyday lives and their powerful effects on individuals, society, and culture underscore the importance of this area of study. By focusing on research, theory, and practice, graduates from this track can go on to work in the media industry or user experience firms, with government or international agencies, or continue their education in graduate school.

In the required courses, students explore media theories and research dealing with the social and psychological effects of media, learn how to conduct research, and critically analyze media content. Furthermore, in the foundation courses, students study the history and criticism of media; media production; and applied areas of media studies, such as advertising and health communication.

Required Courses 6 courses/18 credit hours	COMM 1000	Contemporary Mass Media
	COMM 2030	Introduction to Communication Theory
	COMM 2500	Research Methods
	COMM 3650	Mass Media and Society
	COMM 4140	Media Effects
	COMM 4350	Critical Analysis of Popular Culture
Foundation Courses Select one course from each category for a total of 3 classes/9 credit hours	<i>Category 1: Media History and Criticism</i>	
	COMM 3450	The History of TV Programming
	COMM 3500	American Cinema
	COMM 4010	Privilege and Oppression in Popular Culture
	<i>Category 2: Media Production</i>	
	COMM 2250	Introduction to Film and Video
	COMM 2270	Sports and Studio TV Production
	COMM 3460	Digital Film Editing
	<i>Category 3: Applied Media Studies</i>	
	COMM 3250	Principles and Practice of Advertising
	COMM 3480	Health Communication: Media Perspectives
	COMM 4090	Emerging Communication Technologies
	Elective Courses Students may choose any four courses (12 credit hours) from the list unless they took that class as a Foundation Course. Please note the prerequisite courses required for desired upper division courses in order to take them early in the program of study.	COMM 2250
COMM 2270		Sports and Studio TV Production
COMM 2900		Writing for the Media
COMM 3100		Principles and Practice of Public Relations
COMM 3200		Principles and Practice of Advertising
COMM 3250		Principles and Practice of Advertising
COMM 3280		Intercultural and Global Communication
COMM 3300		Screenwriting
COMM 3350		Integrated Marketing Communication
COMM 3400		Digital Communication Technology
COMM 3450		The History of TV Programming
COMM 3460		Digital Film Editing
COMM 3480		Media and Health
COMM 3500		American Cinema
COMM 3850		Walt Disney: The Nexus of Communication and Imagination
COMM 4000		Rhetorical Dimensions in Communication
COMM 4010		Privilege and Oppression in Popular Culture
COMM 4050		Public Relations and Social Media

Students are encouraged to complete an internship during their program of study	COMM 4090	Emerging Communication Technologies
	COMM 4170	Documentary Film and Video
	COMM 4200	Persuasion
	COMM 4690	Internship in Communication (with approval of Internship Director)
	COMM 4750	Communication Law
	COMM 4900	Special Topics in Communication (with approval of Director of Undergraduate Studies)
	COMM 9400	Independent Study in Communication (with approval of Director of Undergraduate Studies)

*All courses are subject to change based on the needs of the department

<i>Suggested 1st Year</i>	
COMM 1000	Contemporary Mass Media
COMM 2030	Introduction to Communication Theory
<i>Suggested 2nd Year</i>	
COMM 2500	Research Methods
One Foundation Course	Select a foundation course from the previous table
<i>Suggested 3rd Year</i>	
COMM 3650	Mass Media and Society
Two Foundation Courses	Select two foundation courses from the previous table
One Elective Course	Select an elective course from the previous table
<i>Suggested 4th Year</i>	
COMM 4140	Media Effects
COMM 4350	Critical Analysis of Popular Culture
Two Upper Division Elective Courses	Select two upper division elective courses from the previous table

*All courses are subject to change based on the needs of the department

Contacts

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Note: All communication majors should receive academic advising with Professor Eurich at least once a year.