

New York University Bulletin



UNDERGRADUATE 2010-2012

NYUSteinhardt

Steinhardt School of Culture, Education, and Human Development

Applied Psychology

Art

Education

Health

Media

Music



Media, Culture, and Communication

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An Interdisciplinary Program

Our Bachelor of Science Program in the Department of Media, Culture, and Communication explores the social and cultural impact of communication and serves as a base for either a career in the communication professions or further specialization in graduate or professional school. Among the program's strengths is its internationally recognized faculty. Its most exciting feature is its global perspective, encouraging students to take advantage of study abroad opportunities to hone their critical understanding of intercultural communication, media and globalization, and transnational issues in production, regulation, and reception in the culture industries.

The major components of the program are the following: a strong liberal arts preparation, core courses in communication theory and analysis, upper-level courses in focused fields of study, and the opportunity for further specialized course work according to students' own interests and goals. Through a rich diversity of courses, we train students to think deeply and broadly about culture and commu-

nication using theoretical and historical frameworks, in addition to specific case studies, building students' professional competencies through an understanding of technology, institutions, and social environments.

Distinguished Faculty

Students benefit from the diverse research and expertise of the department's faculty. For example, Professor Mark Crispin Miller analyzes the economics of the media industry and is especially interested in the relationship between ownership of media and freedom of speech. Associate Professor Susan Murray's primary research interests include reality television, social and industrial histories of the media, gender studies, consumer culture, and the interrelationships between various media systems. Assistant Professor Gabriella Coleman is an anthropologist who examines hacker culture, ethics, and online collaboration, as well as the role of the law and new media technologies in political activism. Professor Charlton McIlwain examines the representation of minority groups in political culture and mass media, particularly the ways in which black and white Americans adopt

different cultural norms. Assistant Professor Victor Pickard explores the intersections of U.S. and global media activism and politics, media history, democratic theory, and communications policy. Assistant Professor Helga Tawil-Souri focuses on international communication and globalization, specifically media, development, and modernization. Professor Marita Sturken's work involves cultural memory and national identity, the social function of art, and the cultural effects of technology. The extensive seminal work of the department's founder, the late Neil Postman, including his book *Amusing Ourselves to Death*, is renowned throughout the world for its important contribution to media studies.

The Liberal Arts Foundation

Understanding the human and technological systems of communication calls for a strong grounding in the humanities, natural sciences, mathematics, foreign languages, and social sciences. Students in all concentrations select from a wide range of such courses from across the University, including the College of Arts and Science and Steinhardt.

Upper-Level Fields of Study

Within the broad framework of communication, our undergraduates focus their course work via specialized fields of study. This component of the curriculum provides both structure and flexibility to suit students' individual interests and goals. Students select three courses within two of the following fields:

- Global and Transcultural Communication
- Images and Screen Studies
- Interaction and Social Processes
- Persuasion and Politics
- Technology and Society

Specialization Electives

Specialization electives are courses related to the study of media, culture, and communication and are designed to provide students with the ability to explore applied or practical courses in their field of interest or to further explore an area of theoretical interest. Students may combine courses from several program areas.

Students who entered in fall of 2009 or after are required to take 8 points of specialization electives.

The following is a list of programs whose courses may qualify* as specializa-



tion electives for the Bachelor of Science in media, culture, and communication:

V14.XXXX Anthropology
 V18.XXXX Social and Cultural Analysis
 V22.XXXX Computer Science
 V30.XXXX Dramatic Literature
 V31.XXXX Economics
 V39.XXXX Creative Writing
 V53.XXXX Politics
 V54.XXXX Journalism
 V61.XXXX Linguistics
 V62.XXXX Law and Society
 V71.XXXX Music
 V93.XXXX Sociology
 H36.XXXX Cinema Studies International Program
 H42.XXXX Performance Studies
 H48.XXXX Center for Art, Society, and Public Policy

H56.XXXX Film and Television
 H72.XXXX Cinema Studies
 H80.XXXX Dramatic Writing
 H82.XXXX Photography and Imaging
 H85.XXXX Recorded Music
 H95.XXXX Open Arts Curriculum
 K20.XXXX Interdisciplinary Seminars
 C55.XXXX Marketing
 C20.XXXX Information Systems
 E59.XXXX Media, Culture, and Communication

Study Abroad: Our Global Focus

The NYU Office of Global Programs offers many sites where students can study abroad while earning course credit: Accra (Ghana), Berlin,

Buenos Aires, Florence, London, Madrid, Paris, Prague, Shanghai, and Tel Aviv. While completing a semester abroad, our undergraduate students can under-select courses that substitute for MAP requirements, as well as courses that can count toward specialization, liberal arts, or unrestricted electives. Please consult an adviser for a list of approved MAP substitutions and to discuss specialization electives.

Students can obtain more information on these programs, as well as on other international academic opportunities, through the

*Consult with your academic adviser prior to registration.

Steinhardt School Office of Academic Initiatives and Global Programs by e-mail at steinhardt.global@nyu.edu.

Undergraduate and graduate students considering programs abroad should meet individually with their academic adviser to make sure they can register without falling off schedule for graduation. Undergraduate students who begin the degree program as freshmen should have room in their curriculum to study abroad at least once during their four years at NYU.

Student Activities: Our Connection Outside the Classroom

The Department of Media, Culture, and Communication, the Steinhardt School, and programs offered across the University expose students to an array of talks, networking events, and other extracurricular opportunities available on campus and throughout New York City, the media capital of the world. Specifically, the department annually hosts an undergraduate conference, Student/Alumni Career Roundtables, and various lectures.

Study Options

Fields of Study: Given the breadth of the field and the range of expertise of our faculty, you may choose to focus your studies on any of the following areas: global and transcultural communication; images and screen studies; interaction and social processes; persuasion and politics; and technology and society. Each student selects three courses in two of these areas (for a total of 24 points).

Minor: A student may establish a minor, choosing psychology, sociology, or any other minor in the College of Arts and Science or Steinhardt School of Culture, Education, and Human Development. Students in the Department of Media, Culture, and Communication may take advantage of the Tisch School of the Arts minor in Producing or the Business Studies minor jointly offered by the College of Arts and Science and Stern School of Business.

Double Major: Students can pursue a double major, combining our program of study with, for example, journalism, politics, sociology, or another area of interest.

YOUR CAREER OPPORTUNITIES

INTERNSHIPS: OUR BRIDGE TO EXPERIENCE

Supplementing the classroom experience, internships are a core feature of our undergraduate program. Undergraduates of junior or senior standing and graduate students are eligible to intern for course credit. Our students average two internships during their college career.

Because of our location in New York City, a distinctive facet of being a media, culture, and communication major at NYU is the opportunity to develop professional skills during the academic year. Each fall, spring, and summer semester, our department posts more than 200 internship listings on our password-protected internship portal.

CAREER FIELDS: OUR PROFESSIONAL OUTLOOK

For our undergraduates, we provide the foundation for entry into a wide range of media and communication professions or graduate study in professions such as business or law. Our alumni work in an array of fields, including marketing, public relations, advertising, television, radio, film, new media, journalism, book and magazine publishing, and music business, and within nonprofit and government organizations.

A selection of positions obtained by graduates:

- Vice President of Public Relations, The Food Network
- Creative Recruiter/Manager, McCann-Erickson Advertising
- Director—National Publicity, Sony Pictures Entertainment
- Vice President—Programming, CBS Radio
- Account Manager—Search Engine Marketing, Avenue A|Razorfish
- Media Strategist, OMD
- Associate Producer, CNN
- Senior Recruiter, *The New York Times*
- Assistant Producer, NBC

In addition, many graduates have continued on to advanced study in media and communication or in fields such as law, business, and nonprofit administration.

MEDIA, CULTURE, AND COMMUNICATION

The 128-point curriculum in communication studies combines 60 points of liberal arts with 16 points of required core courses that cover the history and perspectives of communication, media criticism, and human communi-

cation and culture. Majors are also required to take 24 points in upper-level areas of study that include global and transcultural communication, images and screen studies, interaction and social processes, persuasion and politics,

and technology and society. In addition, students choose 8 points of restricted electives by advisement from some of the following areas: journalism; marketing and advertising; cinema and motion pictures; graphics; and video,

film, and television, to name just a few. Students also have 16 points of unrestricted electives to select from across the University. As a capstone experience, students take a 4-point Senior Media Seminar.

SAMPLE CURRICULUM WORKSHEET

Freshman Year 32 Points

FALL SEMESTER	MAJOR	SPRING SEMESTER	
LIBERAL ARTS	New Student Seminar. E03.0001 0	LIBERAL ARTS	Foundations of Scientific Inquiry: Quantitative Reasoning. V55.01●● 4
Writing the Essay. V40.0100 . . . 4	Introduction to Human Communication and Culture. E59.0005 4	The Advanced College Essay. E52.0110 4	MAJOR
Foundations of Contemporary Culture. V55.●●●● 4	Introduction to Media Studies. E59.0001 4	Foundations of Contemporary Culture. V55.●●●● 4	History of Media and Communication. E59.0003 . . 4
	TOTAL <u>16</u>		TOTAL <u>16</u>

Sophomore Year 32 Points

FALL SEMESTER	MAJOR	SPRING SEMESTER	MAJOR
LIBERAL ARTS	Introduction to Media Criticism. E59.0014 4	LIBERAL ARTS	Liberal Arts Elective 4
Foundations of Contemporary Culture. V55.●●●● 4	Upper-Level Fields of Study (see page 60) 4	Liberal Arts Requirement: Foreign Language 4	Upper-Level Fields of Study (see page 60) 4
Natural Science. V●●.●●●● 4	TOTAL <u>16</u>	Foundations of Contemporary Culture. V55.●●●● 4	TOTAL <u>16</u>

Junior Year 32 Points

FALL SEMESTER		SPRING SEMESTER	MAJOR
LIBERAL ARTS	Upper-Level Fields of Study (see page 60) 4	LIBERAL ARTS	Upper-Level Fields of Study (see page 60) 4
Natural Science. V●●.●●●● 4	Specialization Elective (see page 60) 4	Liberal Arts Elective 4	Specialization Elective (see page 60) 4
Foreign Language 4	TOTAL <u>16</u>	Liberal Arts Elective 4	TOTAL <u>16</u>
MAJOR			

Senior Year 32 Points

FALL SEMESTER	MAJOR	SPRING SEMESTER	
LIBERAL ARTS	Upper-Level Fields of Study (see page 60) 4	MAJOR	Unrestricted Elective 4
Liberal Arts Elective 4	Unrestricted Elective 4	Upper-Level Fields of Study (see page 60) 4	Unrestricted Elective 4
	Unrestricted Elective 4	Senior Media Seminar. E59.1200 4	TOTAL <u>16</u>
	TOTAL <u>16</u>		

GRAND TOTAL: 128 Points