NYU Steinhardt
Steinhardt School of Culture, Education, and Human Development

Applied Psychology

Art

Education

Health

Media

Music
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 communication 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 specialization 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
- 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 take 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.
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 communication 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**

**LIBERAL ARTS**
- Writing the Essay. V40.0100 . . . .4
- Foundations of Contemporary Culture. VSS.***** . . . .4

**MAJOR**
- New Student Seminar. E03.0001 0
- Introduction to Human Communication and Culture. E59.0005 . . . . . . . .4
- Introduction to Media Studies. E59.0001 . . . .4

**TOTAL 16**

**SPRING SEMESTER**

**LIBERAL ARTS**
- Foundations of Scientific Inquiry: Quantitative Reasoning. VSS.01•• . . . . . . . .4

**MAJOR**
- History of Media and Communication. E59.0003 . . . .4

**TOTAL 16**

### Sophomore Year 32 Points

**FALL SEMESTER**

**LIBERAL ARTS**
- Foundations of Contemporary Culture. VSS.***** . . . .4
- Natural Science. V••• . . . . . . . .4

**MAJOR**
- Introduction to Media Criticism. E59.0014 . . . .4
- Upper-Level Fields of Study (see page 60) . . . .4

**TOTAL 16**

**SPRING SEMESTER**

**LIBERAL ARTS**
- Liberal Arts Requirement: Foreign Language . . . .4

**MAJOR**
- Liberal Arts Elective . . . . . . . .4
- Upper-Level Fields of Study (see page 60) . . . .4

**TOTAL 16**

### Junior Year 32 Points

**FALL SEMESTER**

**LIBERAL ARTS**
- Natural Science. V••• . . . . . . . .4
- Foreign Language . . . . . . . .4

**MAJOR**
- Upper-Level Fields of Study (see page 60) . . . .4
- Specialization Elective (see page 60) . . . .4

**TOTAL 16**

**SPRING SEMESTER**

**LIBERAL ARTS**
- Liberal Arts Elective . . . . . . . .4

**MAJOR**
- Upper-Level Fields of Study (see page 60) . . . .4
- Specialization Elective (see page 60) . . . .4

**TOTAL 16**

### Senior Year 32 Points

**FALL SEMESTER**

**LIBERAL ARTS**
- Liberal Arts Elective . . . . . . . .4

**MAJOR**
- Upper-Level Fields of Study (see page 60) . . . .4
- Unrestricted Elective . . . . . . . .4
- Unrestricted Elective . . . . . . . .4

**TOTAL 16**

**SPRING SEMESTER**

**MAJOR**
- Upper-Level Fields of Study (see page 60) . . . .4
- Senior Media Seminar. E59.1200 . . . . . . . .4

**TOTAL 16**

**GRAND TOTAL: 128 Points**

Liberal arts requirements, see page 108. • Steinhardt School of Culture, Education, and Human Development courses, page 113. Faculty, page 160.