Department of Media, Culture, and Communication

Undergraduate Advisement Guide

NYU Steinhardt
Steinhardt School of Culture, Education, and Human Development
The NYU Steinhardt Department of Media, Culture, and Communication (MCC) provides a rich diversity of undergraduate and graduate courses. Our academic terrain is interdisciplinary, equally informed by the humanities and social sciences. We recognize society as a form of communication, and investigate the ways in which technologies of communication record, transmit and shape what we know and do. We value historical thinking as a way of understanding the present. With this in mind, our students explore communicative and cultural practices that extend beyond their own place and time.

After attaining an understanding of foundational theory, our students’ coursework is focused via specialized fields of study. Students select 3 courses within 2 of the following fields: Global and Transcultural Communication; Images and Screen Studies; Interaction and Social Processes; Persuasion and Politics; and Technology and Society. This component of the curriculum provides both structure and flexibility to suit students’ individual interests and goals.

Working with professional communities in New York City and elsewhere, we seek to build our students’ professional competencies and support their desire to pursue careers in communication and media. Internship opportunities abound in New York City, where students learn firsthand the challenges and rewards of a career in their chosen field. To gain additional skills and contacts outside the classroom, students utilize campus resources (such as NYU computing facilities), work at on-campus broadcast stations and newspapers, participate in student clubs, and attend events hosted by the department and organizations throughout the University.

### Department Chair
Ted Magder, Ph.D.

### Undergraduate Program Director
Aurora Wallace, Ph.D.

### Associate Director of Undergraduate Affairs
Sandra Criscione Blake

### Degrees Offered
- Bachelor of Science in Media, Culture, and Communication
- Master of Arts in Media, Culture, and Communication
- Ph.D. in Media, Culture, and Communication

### Enrollment
- Undergraduate students = 700
- Master’s students = 150
- Ph.D. candidates = 40

### Contact Information

Department of Media, Culture, and Communication  
NYU Steinhardt School of Culture, Education, and Human Development  
New York University  
239 Greene Street, 7th Floor  
New York, NY 10003

Main line: (212) 998-5191  
Undergraduate advising: (212) 998-5635  
Web site: steinhardt.nyu.edu/mcc
Advisement

Contact Us
To make an appointment with your primary advisor call the front desk at 212-998-5635. To e-mail any advisor send your message to comm.advisors@nyu.edu. This e-mail is received by all advisors and your question will be answered promptly. For efficiency, we encourage students to e-mail basic questions to advisors rather than calling.

Your Primary Advisor
The instructor of your New Student Seminar section will serve as your primary advisor throughout your career as a major in Media, Culture, and Communication. Students may make an appointment to meet with advisors to discuss their program of study, solve complex registration issues, or to discuss internship and career goals, study abroad options, and personal issues.

Walk-in Advisement
If a student needs to address a basic registration issue, such as completing a drop/add form, discussing a pass/fail option, turning in an internship registration form, or obtaining a course permission form, he or she does not need to make an appointment with their primary advisor. Basic registration issues can be addressed through “walk-in advising.” Between the hours of 10:00 am and 4:00 pm, Monday through Friday, a “walk-in advisor” will be on duty in the department. You do not need to see your primary advisor for these issues.

Degree Progress and Change of Address
We encourage students to use Albert (albert.nyu.edu) to ensure that their transcripts are in order and to update address information. Monitoring degree progress is always the responsibility of the student.

Advisement Resources
Our department web site (steinhardt.nyu.edu/mcc) is a continuously-updated source of information including details on internships, course descriptions and syllabi, study abroad links, professor profiles, departmental events, advisement forms and more. Bookmark the site and check it often and regularly for updates.

Undergraduate Advisors:
Ivan Makar
Shannon Young
Noni Bourne

Peer Advisors
The MCC Peer Advising Program promotes student involvement and retention by connecting new students to student mentors who in turn make available departmental and university resources and information. Trained and supervised by our academic advisors, Peer Advisors are able to assist new students in finding accurate registration and advisement information. They act as Teacher’s Assistants in New Student Seminar, hold weekly mentoring office hours, assist in organizing departmental conferences and represent MCC at admissions and recruitment events.
Media, Culture, and Communication is a program designed to give students a solid interdisciplinary foundation in all aspects of communication and media studies. As the undergraduate division of the Department of Media, Culture, and Communication, the program offers students the opportunity to work with internationally recognized faculty whose principal concern is the impact of communication technologies and systems on social, political, and cultural environments.

The program introduces students to the major approaches in the study of communication, including interpersonal and speech communication, forms of mass communication such as print, film, radio, television, and computer-mediated communication such as the Internet. In their freshman and sophomore years, students take liberal arts courses and core communication courses and begin their areas of specialization. In their junior and senior years, students focus on two of five fields of study and specialization electives. In conjunction with the department’s advisors, students select a sequence of courses that satisfy program and degree requirements while simultaneously exploring their own intellectual and professional objectives.

### Degree Requirements

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### Additional Requirements

#### Integrating Liberal Arts

E59.1200
A culminating course integrating models of interpretation derived from the liberal arts with the analytical tools developed in communication studies. The course reflects current research interests within the department and encourages students to explore emerging issues in the field of communication studies, including media and globalization, professional ethics, and the interaction between audiences and texts. Topics vary by semester and course instructor. This course is taken when a student’s credits reach senior status.

#### New Student Seminar

E03.0001
New Student Seminar (NSS) is a required first semester course for new undergraduate students (both freshman and transfers). It orients students to the University, NYU Steinhardt, and the Department of Media, Culture, and Communication. Students are introduced to the nature of higher education, student life on and around campus and New York City, and to their major requirements. In class, students work together under the guidance of their advisor to actively explore their roles as students in this diverse and global academic community and as future professionals in their chosen fields.

### Media, Culture, and Communication Core Courses

#### Introduction to Media Studies

E59.0001
Introduces students to a variety of perspectives from which mass mediated communication may be studied, and the questions and methods that characterize different approaches to communication. Perspectives surveyed include those drawn from social psychology, political economy, sociology and communication theory. The course considers media production, content and reception, and examines the influence of the media on prevailing attitudes, values and behaviors.

#### History of Communication

E59.0003
A survey of the four great revolutions in human communication: oration (speech), literacy (writing and reading), typography (print and mass literacy), and the electronic media (telegraph, telephone photography, and film, radio, television, and computer-mediated communication). Examines how the symbolic codes, physical structures, and time-space biases of the media have affected the nature and content of human communication forms.

#### Introduction to Human Communication and Culture

E59.0005
This course surveys major research perspectives and theories concerning core areas within the field of culture and human communication. The course will introduce and review major approaches to the study of human interaction, rhetoric, language, persuasion and cultural processes across diverse contexts.

#### Introduction to Media Criticism

E59.0014
An introduction to the approaches and practices used to criticize the content, structure, and context of contemporary media. The course focuses on the dominant critical perspectives that have contributed to our understanding of media and its role in society. The course examines different media texts using various schools of criticism such as semiotics, gender criticism, and ideological analysis.
### Liberal Arts Requirements: **(60 Points)**

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Points</th>
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</thead>
<tbody>
<tr>
<td>Morse Academic Plan (MAP)</td>
<td><strong>(40 Points)</strong></td>
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<tr>
<td>Foreign Language</td>
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<tr>
<td>Expository Writing</td>
<td>8</td>
</tr>
<tr>
<td>V40.0100 Writing the Essay</td>
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<tr>
<td>V40.0110 The Advanced College Essay: Education and the Professions</td>
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<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Foundations of Contemporary Culture</td>
<td><strong>16</strong></td>
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<tr>
<td>Select one course from each of the following:</td>
<td></td>
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<tr>
<td>V55.04xx Conversations of the West</td>
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<td>V55.05xx World Cultures</td>
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<td>V55.06xx Societies and the Social Sciences</td>
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<td>V55.07xx Expressive Culture</td>
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</table>

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<tbody>
<tr>
<td>Foundations of Scientific Inquiry</td>
<td><strong>12</strong></td>
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<tr>
<td>V55.0101 Quantitative Reasoning</td>
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<tr>
<td>Vxx.xxxx Natural Science</td>
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<tr>
<td>Vxx.xxxx Natural Science</td>
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### Other Liberal Arts Requirements **(12 Points)**

<table>
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<tr>
<th>Requirement</th>
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<tbody>
<tr>
<td>Liberal Arts Electives*</td>
<td><strong>12</strong></td>
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*Any courses from CAS, including, but not limited to, anthropology, economics, history, journalism, politics, psychology, sociology, etc.

### Specialization Requirements: **(52 Points)**

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Points</th>
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<tbody>
<tr>
<td>E59.0001 Introduction to Media Studies</td>
<td>4</td>
</tr>
<tr>
<td>E59.0003 History of Communication</td>
<td>4</td>
</tr>
<tr>
<td>E59.0014 Introduction to Media Criticism</td>
<td>4</td>
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<tr>
<td>E59.0005 Intro to Human Communication &amp; Culture</td>
<td>4</td>
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### Fields of Study **(24 Points)**

12 points required in two of the following:
1. Global and Transcultural Communication
2. Images and Screen Studies
3. Interaction and Social Processes
4. Persuasion and Politics
5. Technology and Society

### Specialization Electives **(16 Points)**

By advisement in one or more of the following:
1. Advertising and Marketing
2. American Sign Language
3. Cinema Studies
4. Computer Science
5. Media, Culture, and Communication
6. Entertainment Business
7. Journalism
8. Open Arts Curriculum (Film and Television)
9. Photography and Imaging
10. Public Relations
11. Pre-Law
12. Theater
13. Writing
14. Other

### Unrestricted Electives **(16 Points)**

### Additional Requirements:

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Points</th>
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<tr>
<td>E03.0001 New Student Seminar</td>
<td>0</td>
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<tr>
<td>English Composition Competency Examination (or equivalent)</td>
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<tr>
<td>E59.1200 Integrating Liberal Arts</td>
<td>4</td>
</tr>
</tbody>
</table>

### Total Points Required 128
Each student selects three courses in two of the following areas for a total of 24 points.

**Note:** E59.1360 Research Methods and E59.1210 Senior Honors Thesis count toward any field of study. Several courses offered through the Global Communications department at AUP may also count towards these fields of study. For a list of these courses and their equivalent in our program of study, please refer to the AUP-NYU Communication Course Equivalents document.

Only the Director of the Media, Culture, and Communication undergraduate program may approve of course substitutions.

### Global and Transcultural Communication
*Courses examine challenges posed by globalization in terms of mobility of cultural products, transnational media and identity concerns, policy issues.*

- E59.1000.098 Media and Globalization: The European Experience (Amsterdam)
- E59.1000.099 Media and Globalization: The Asian Experience (Hong Kong/Beijing)
- E59.1005 The Culture Industries
- E59.1011 Media and Migration
- E59.1016 Media Audiences
- E59.1020 The Business of Media
- E59.1022 Latino Media
- E59.1023 East Asian Media
- E59.1300 Media and Global Communication
- E59.1304 Global Media and International Law
- E59.1305 Communication and International Development
- E59.1340 Religion and Media
- E59.1351 War As Media
- E59.1354 Foreign Media (Study Abroad)
- E59.1400 Communication and Cultural Contexts: (Prague and London)
- E59.1401 Global Cultures and Identities
- E59.1405 Copyright, Commerce and Culture
- E59.1735 Intercultural Communication

### Interaction and Social Processes
*Courses analyze communication dynamics, interaction rituals, language and nonverbal practices in social and technologically mediated contexts.*

- E59.1009 Psychoanalysis: Desire and Culture
- E59.1011 Media and Migration
- E59.1013 Political Communication
- E59.1016 Media Audiences
- E59.1018 Kids in Media Culture
- E59.1019 Media and Identity
- E59.1401 Global Cultures and Identities
- E59.1700 Gender and Communication
- E59.1730 Nonverbal Communication
- E59.1735 Intercultural Communication
- E59.1745 Organizational Communication
- E59.1805 Public Speaking
- E59.1815 Conflict Management
- E59.1830 Interpersonal Communication
- E59.1835 Argumentation and Debate
- E59.1840 Team Building
- E59.1840 Team Building
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### Images and Screen Studies
*Courses that focus on technologically mediated images and visual communication in everyday life.*

- E59.1002 Space and Place in Human Communication
- E59.1003 Introduction to Digital Media
- E59.1006 Television: History and Form
- E59.1007 Film: History and Form
- E59.1008 Video Games: Culture and Industry
- E59.1009 Psychoanalysis: Desire and Culture
- E59.1012 Crime, Violence and Media
- E59.1015 Advertising and Society
- E59.1015.099 Advertising and Society (Prague)
- E59.1022 Latino Media
- E59.1021 Dead Media Research Studio
- E59.1029 New Media Research Studio
- E59.1351 War As Media
- E59.1517 Photography and the Visual Archive
- E59.1520 Marking Time: Writing, Print and Virtual Bookmaking

### Persuasion and Politics
*Courses examine communication media, institutions and technologies as used for the purposes of manipulation and mobilization of opinions, public values and actions.*

- E59.1010 Censorship in American Culture
- E59.1013 Political Communication
- E59.1014 Mass Persuasion and Propaganda
- E59.1015 Advertising and Society
- E59.1015.099 Advertising and Society (Prague)
- E59.1017 Marketing for Mass Media
- E59.1023 East Asian Media
- E59.1304 Global Media and International Law
- E59.1402 Marxism and Culture
E59.1750 Public Relations: Theory and Process
E59.1785 Marketing for Mass Media
E59.1790 Introduction to Rhetoric
E59.1795 Rhetorical Criticism
E59.1801 Rhetoric, Law and Public Policy
E59.1805 Public Speaking
E59.1808 Persuasion
E59.1835 Argumentation and Debate

Technology and Society
Courses that focus on societal implications of new technologies of information, communication and digital media.

E59.1003 Introduction to Digital Media
E59.1006 Television: History and Form
E59.1007 Film: History and Form
E59.1008 Video Games: Culture and Industry
E59.1012 Crime, Violence and Media
E59.1020 The Business of Media
E59.1021 Dead Media Research Studio
E59.1029 New Media Research Studio
E59.1034 Media, Technology, and Society
E59.1300 Media and Global Communication
E59.1305 Communication and International Development
E59.1402 Marxism and Culture
E59.1405 Copyright, Commerce and Culture
E59.1508 Print: History and Form
E59.1520 Marking Time: Writing, Print and Virtual Bookmaking

Study Abroad

We strongly encourage all students to study abroad during their time at New York University. NYU has many study abroad sites which students can attend while earning course credit: Accra (Ghana), Berlin, Buenos Aires, Florence, London, Madrid, Paris (2 locations), Prague, and Shanghai. The Department of Media, Culture, and Communication and NYU Steinhardt are also pleased to announce the launch of a new site in Puebla, Mexico in the Fall of 2008. This program includes Spanish-language immersion, along with media and production courses.

In addition to these semester-long programs, our department leads summer study abroad courses in Amsterdam, Hong Kong / Beijing, and in Paris which count as upper-level courses. The university also sponsors many other summer study abroad programs to a variety of destinations. You can obtain more information on these programs through the advising office or our web site.

While studying abroad, students often take courses that substitute for MAP requirements, as well as courses that can count toward specialization, liberal arts, or unrestricted electives. Please consult an advisor for a list of approved MAP substitutions and to discuss specialization electives.

Transfer students should meet individually with an advisor to make sure they can take advantage of study abroad without falling off schedule for graduation. Most students who begin with us as freshmen can study abroad during their four years at NYU.

www.nyu.edu/studyabroad

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. Media, Culture, and Communication undergraduates are required to take 16 credits toward this area of the major. Students may mix and match to combine courses from several areas. Refer to the department web site for an up-to-date listing of approved specialization elective courses.

Note: Students who declare a minor or second major may not double count required courses towards specialization electives. The only exception to this is a second major in Journalism.
Academic Integrity

Academic integrity is the guiding principle for all that you do, from taking exams, making oral presentations to writing term papers. It requires that you recognize and acknowledge information derived from others, and take credit only for ideas and work that are yours. You violate the principle of academic integrity when you:

- Cheat on an exam;
- Submit the same work for two different courses without prior permission from your professors;
- Receive help on a take-home examination that calls for independent work;
- Plagiarize.

Plagiarism, one of the gravest forms of academic dishonesty in university life, whether intended or not, is academic fraud. In a community of scholars, whose members are teaching, learning and discovering knowledge, plagiarism cannot be tolerated.

Plagiarism is failure to properly assign authorship to a paper, a document, an oral presentation, a musical score and/or other materials which are not your original work. You plagiarize when, without proper attribution, you do any of the following:

- Copy verbatim from a book, an article or other media;
- Download documents from the Internet;
- Purchase documents;
- Report from other’s oral work;
- Paraphrase or restate someone else’s facts, analysis and/or conclusions;
- Copy directly from a classmate or allow a classmate to copy from you.

Avoiding Academic Dishonesty

- Organize your time appropriately to avoid undue pressure, and acquire good study habits, including note taking.
- Learn proper forms of citation. Always check with your professors of record for their preferred style guides. Directly copied material must always be in quotes; paraphrased material must be acknowledged; even ideas and organization derived from your own previous work or another’s work need to be acknowledged.
- Always proofread your finished work to be sure that quotation marks or footnotes or other references were not inadvertently omitted. Know the source of each citation.
- Do not submit the same work for more than one class without first obtaining the permission of both professors even if you believe that work you have already completed satisfies the requirements of another assignment.
- Save your notes and drafts of your papers as evidence of your original work.

Academic Honors

Dean's List

Each semester students with a grade point average of 3.7 or better are placed on the Dean’s List, an honor roll for undergraduates enrolled for at least 8 points in a Steinhardt program of study. Grades of IP, IF, I or N disqualify the student from dean’s list eligibility.

Latin Honors

Students must complete a minimum of 64 graded (not pass/fail) credits at NYU to qualify for Latin honors graduation. Latin honors are as follows: top 15% of class graduates with cum laude distinction, top 10% of class is magna cum laude, and top 5% earns summa cum laude.

Honors in Media, Culture, and Communication

Undertaking the Honors Program in Media, Culture, and Communication is an exciting but demanding opportunity for students with outstanding academic records and serious intellectual curiosity about the discipline. The program prepares and guides students to pursue original, independent research under the supervision of a full-time faculty member during the senior year. The minimum GPA for participation in honors is 3.75, although we may, on the strong recommendation of a faculty member, accept a student whose GPA is slightly lower. Students enroll in Senior Honors Seminar in Media, Culture, and Communication (E59.1210, 2 credits) during the fall semester of their senior year and complete their thesis with a two-credit independent study in the spring semester of their senior year. Students who successfully complete and present their thesis graduate with an honors distinction on their diploma.

For more information concerning this program consult the web site at: steinhardt.nyu.edu/mcc/undergraduate/Honors_in_Communication_Studies.php
We encourage all students to participate actively in the social and academic life of the Department of Media, Culture, and Communication. Toward that end, you should consider joining any (or all) of the student organizations that are coordinated through the department and attending several key events which take place throughout the year. Contact any advisor for information on how to get involved in these programs:

The Communications Club and Women in Communication @ NYU are sponsored by the Undergraduate Student Government and are open to all students at New York University who share interest in the communication arts and sciences. The clubs provide networking opportunities through an array of academic, social and cultural activities such as industry panels and community service events. Communications Club: www.nyu.edu/clubs/communications Women in Communication @ NYU: www.nyu.edu/clubs/women.communication

Our annual Undergraduate Conference brings together MCC students, faculty, advising staff and guests from the professional community to explore current themes in media and communication. Recent topics have included social networking, media and politics, the globalization of media, media and community outreach, and more. The conference is staffed by peer advisors and is open to all freshman and transfer students in the department.

Each year, our honors students present their independent research at the Honors Thesis Presentations. The event offers participants the opportunity to sharpen their presentation skills and offers attendees a chance to learn about the various academic interests and methodologies explored by their peers.

Each spring, the Student / Alumni Career Roundtables enables our students to meet with select alumni who discuss their career paths and professional insights since graduating. Alumni represent several career fields in communications such as: advertising, public relations, marketing, production, media planning, film/music publicity, non-profit and more. Students gain valuable, industry-specific advice on finding, selecting, and securing a job post-graduation.

**Internships**

A truly distinctive facet of being a Media, Culture, and Communication major at NYU is the opportunity to participate in one or several meaningful internships year round in New York City, the media capital of the world. Our students have established an outstanding reputation within the various communication industries located in the metropolitan area. We have built strong ties with companies ranging from leading corporations to small entrepreneurial entities to non-profit organizations.

The internship program promotes the integration of academic theory with practical experience. On site, interns gain networking opportunities, are mentored by industry professionals, and learn the foundational skills necessary to succeed in their industry. Above all, the internship program expands student understanding of the dynamics of the ever-changing fields of media and communication.

Often, students will use their internship to either validate career aspirations or to develop new direction. We encourage most students to do several internships during their academic career to obtain the best understanding of their chosen career field. For advice on how to secure an internship, eligibility requirements for earning credit for internships, current internship job postings and career development resources consult the department web site: steinhardt.nyu.edu/mcc/internships

Note: Students must be of junior or senior status to intern for credit.

**Resources Beyond NYU**

Look into these New York-based professional associations for open events and seminars, training sessions, student chapters and membership rates, mentoring programs, and networking, job and internship opportunities.

Center for Communication
www.cencom.org

Public Relations Society of America, New York Chapter
www.prsany.org

American Association of Advertising Agencies
www.aaaa.org

American Marketing Association-NY Chapter
www.nyama.org

National Communication Association
www.natcom.org

Eastern Communication Association
www.ecasite.org

Media Bistro
www.medibistro.com

Women in Communications, New York Chapter
www.nywici.org
### PROGRAM OF STUDY CHECK LIST

NAME: __________________________ SID: ________________________ TERM STARTED: FALL  SPRING  SUMMER  YEAR: _______

### MORSE ACADEMIC PLAN (MAP) (60 CREDITS)

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<tr>
<th>AREA</th>
<th>CREDITS</th>
<th>COURSE #</th>
<th>COURSE TITLE</th>
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<tbody>
<tr>
<td>Foreign Language</td>
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<td>16</td>
<td>V55.04xx</td>
<td>Conversations of the West</td>
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<td>V55.06xx</td>
<td>Societies &amp; Soc. Sciences</td>
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<td>Vxxx,xxxx</td>
<td>Natural Science II:</td>
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Liberal Arts Electives: Only courses from the College of Arts and Sciences will fulfill the Liberal Arts requirements. Recommended areas include: Sociology, Psychology, Politics, History and Anthropology

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<th>Liberal Arts Electives</th>
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| NEW STUDENT SEMINAR    | 0      | E03.0001      | New Student Seminar: Communication Studies | 0       |                  |
| INTEGRATING LIBERAL ARTS | 4     | E59.1200      | ILA: Communication Studies                  | 4       |                  |
## MAJOR REQUIREMENTS (52 CREDITS)

<table>
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<tr>
<th>AREA</th>
<th>CREDITS</th>
<th>COURSE #</th>
<th>COURSE TITLE</th>
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<td>16</td>
<td>E59.0001</td>
<td>Intro to Media Studies</td>
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<td>E59.0005</td>
<td>Intro to Human Communication and Culture</td>
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<td>E59.0014</td>
<td>Intro to Media Criticism</td>
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**CHOOSE TWO FIELDS OF STUDY:**

1. Globalization & Cultural Production
2. Images & Screen Studies
3. Interaction & Social Processes
4. Persuasion & Politics
5. Technology & Society

### FIELDS OF STUDY  24

**Area One:**

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**Area Two:**

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### SPECIALIZATION  16

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### ELECTIVES

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### UNRESTRICTED ELECTIVES  16

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