The 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, their 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**
Marita Sturken, 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

**Faculty**
The department is home to over twenty professors who pursue original research and participate in a wide array of international scholarly endeavors. As evidence of the department’s interdisciplinary and global perspective, the core faculty represents thirteen different academic disciplines and nine different countries of origin. Their areas of expertise include global media, modern propaganda, visual culture, popular culture, music, crime and violence, information technology, digital media, anthropology of science, immigration and public discourse, media ethics, social networks, youth and media, race and political communication, gender and communication, Middle East politics and media and Latin American media. We encourage all undergraduate students to read the faculty profiles on our website: steinhardt.nyu.edu/mcc/faculty/

<table>
<thead>
<tr>
<th>Faculty Name</th>
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<tbody>
<tr>
<td>Arjun Appadarai</td>
<td>Nick Mirzoeff</td>
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<td>Rodney Benson</td>
<td>Terence Moran</td>
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<td>Deborah Borisoff</td>
<td>Susan Murray</td>
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<td>Gabriella Coleman</td>
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<td>Alex Galloway</td>
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<td>Brett Gary</td>
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<td>Lisa Gitelman</td>
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<td>Marita Sturken</td>
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<td>Ted Magder</td>
<td>Helga Tawil Souri</td>
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<td>Charlton McIlwain</td>
<td>Aurora Wallace</td>
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<tr>
<td>Mark Crispin Miller</td>
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</tbody>
</table>

We encourage all undergraduate students to read the faculty profiles on our website: steinhardt.nyu.edu/mcc/faculty/
Advisement

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 or solve complex registration issues or to discuss internship and career goals, study abroad options, personal issues and the like.

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.

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.

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 the MCC at admissions and recruitment events.

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. We encourage students to e-mail basic questions to advisors rather than calling.
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 the social, political, and cultural environment. The program designed to give students an interdisciplinary foundation in communication and media studies.

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 courses in the Liberal Arts Core, core courses in the major, and begin to focus on fields of study within the major. In their junior and senior years, students complete their 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

### Additional Requirements

**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.

**Senior Media Seminar**
E59.1200
A culminating course integrating models of interpretation derived from the liberal arts with the analytical tools developed in media and communication studies. The course reflects current research interests within the department and encourages students to explore emerging issues in fields such as media and globalization, social interaction, 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.

### 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.
MCCU Media, Culture, and Communication
Program of Study Form 2009 – 2010

Liberal Arts Requirements: (60 Points)

Morse Academic Plan (MAP)

Foreign Language 8

Expository Writing 8

English Composition Competency Examination (or equivalent)
V40.0100 Writing the Essay
E52.0110 The Advanced College Essay

Foundations of Contemporary Culture 16
Select one course from each of the following:
Conversations of the West
World Cultures
Societies and the Social Sciences
Expressive Culture

Foundations of Scientific Inquiry 12
Quantitative Reasoning
Natural Science
Natural Science

Liberal Arts Electives 16
Any courses from the College of Arts and Science

Unrestricted Electives (16 Points)

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

Restricted Electives (8 Points)
8 points selected from the following programs:
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

Major Requirements: (52 Points)

Core Courses (16 Points)
E59.0001 Introduction to Media Studies
E59.0005 Intro to Human Communication & Culture
E59.0003 History of Communication
E59.0014 Introduction to Media Criticism

Additional Requirements:
E03.0001 New Student Seminar 0
E59.1200 Senior Media Seminar 4

Total Points Required 128
Fields of Study

Each student selects three courses in two of the following areas for a total of 24 points.

**Note:** Not all of these courses will be offered every semester or every year. E59.1210 Senior Honors Thesis count toward any field of study. Several courses offered at NYU study abroad sites also count towards fields of study. Please inquire with your advisor for an up to date listing based on the semester you plan on traveling.

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

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**Global and Transcultural Communication**

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

- E59.1005 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 & International Development
- E59.1340 Religion and Media
- E59.1351 War As Media
- E59.1400 Communication and Cultural Contexts (Prague and London)
- E59.1401 Global Cultures and Identities
- E59.1405 Copyright, Commerce and Culture
- E59.1407 Gender, Sex and the Global
- E59.1451 Global Media Seminar: Media in China (Shanghai)
- E59.1452 Global Media Seminar: TV and Democracy in Italy (Florence)
- E59.1453 Global Media Seminar: Post Communist Media Systems (Prague)
- E59.1454 Global Media Seminar: France and Europe
- E59.1735 Intercultural Communication

**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

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**Interaction and Social Processes**

Courses analyze communication dynamics, interaction rituals, language and nonverbal practices in social and technologically mediated contexts.

- E59.1009 Psychoanalysis: Desire
- 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
- E59.1407 Gender, Sex and the Global
- E59.1508 Print: History and Form
- E59.1700 Gender and Communication
- E59.1717 Listening: Noise, Sound and Music
- E59.1735 Intercultural Communication
- E59.1745 Organizational Communication
- E59.1805 Public Speaking
- E59.1815 Conflict Management

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**E59.1012 Crime, Violence and Media**

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**E59.1015 Advertising and Society (Washington Square and Prague)**

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**E59.1022 Latino Media**

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**E59.1021 Dead Media Research Studio**

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**E59.1029 New Media Research Studio**

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**E59.1351 Photography and the Visual Archive**

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**E59.1520 Marking Time: Writing, Print and Virtual Bookmaking**
Specialization Electives

The following is a list of programs whose courses qualify as specialization electives in Media, Culture, and Communication. 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 mix and match to combine courses from several areas.

Students entering the program prior to fall 2009 are required to take 16 credits of Specialization electives. Students who enter in fall 2009 or after are required to take 8 credits of specialization electives.

Students who declare a minor or second major may not double count these required courses towards specialization electives. The only exception to this is a second major in Journalism. The pass/fail option is not available for any course counted toward the major. Be aware that some courses in these programs are only offered pass/fail and therefore should not be considered an option to count as a specialization elective.

Any courses in the following programs are acceptable as specialization electives.

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

**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 (Washington Square and Prague)
E59.1028 Ethics and Media
E59.1304 Global Media and International Law
E59.1340 Religion and Media
E59.1402 Marxism and Culture
E59.1750 Communication and Public Relations
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
E59.1028 Ethics and Media
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
E59.1717 Listening: Noise, Sound and Music
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
At the end of the fall and spring terms, the Dean’s List is compiled for undergraduate students. This is an honor roll for undergraduate students who have maintained a term average of 3.7 or better in a program of study of at least 12 credits in The Steinhardt School of Culture, Education, and Human Development. Grades of F, I, P, N, or R disqualify you.

Latin Honors
Students meeting the requirement of having completed at least 64 points toward the degree (in weighted grades) in residence in the Steinhardt School will be eligible to be considered for Latin Honors. Latin Honors will be determined by GPA distribution, so that:

- Summa cum laude is limited to the top 5% of the graduating class
- Magna cum laude is limited to the next 10% of the graduating class
- Cum laude is limited to the next 15% of the graduating class

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 a 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. Producing an honors thesis is a challenging academic experience that can reap many benefits, including close mentorship from a faculty member, the opportunity to further explore a specific intellectual question or issue that piques your curiosity, and the development of strong research, writing, and critical thinking skills that can strengthen your portfolio in graduate school or professional settings. A program of this caliber often represents the most defining and culminating experience of one’s undergraduate study and can synthesize the knowledge developed over the course of the major.

For more information consult the web site at: steinhardt.nyu.edu/mcc/undergraduate/honors
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 our key events which take place throughout the year. Contact any advisor for information on how to get involved in these programs.

- 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.

- The Communications Club and Women in Communication at NYU are student clubs sponsored by the Undergraduate Student Government and open to all students at New York University who share an interest in the communication arts and sciences. These clubs provide networking opportunities through an array of academic, social and cultural activities including faculty talks, community service, and field trips to movie screenings, talk shows, museums and studio tours.

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 in size 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 field of media and communication.

Often, students will use their internship to either validate career aspirations or 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.

Each spring the Student/Alumni Roundtables event is a unique opportunity for current students to speak directly with recent alumni of our undergraduate and graduate programs about their career paths. Alumni offer interviewing tips, career advice and strategies for students seeking work in a variety of fields including Public Relations, Advertising, Marketing, Film and Television, Media Planning, Music Publicity, Publishing, and Non-Profit organizations.

The Center for Communication is a not-for-profit independent media forum that offers free seminars for students and faculty, connecting them to a wide variety of leading professionals in the communications field. We have partnered with the Center to bring their distinguished panelists to the NYU campus, providing a resource for career strategies as well as an insider’s view for those seeking work in media and communications.

Each year, our honors students present their independent research during our Honors Thesis Presentation night. 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.

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, Prague, Shanghai, and Tel Aviv.

In addition to these semester-long programs, our department leads summer study abroad courses in Hong Kong / Beijing, and Paris which count as an 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 fields of study, specialization (restricted) electives, liberal arts, or unrestricted 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.

nyu.edu/studyabroad
### Liberal Arts Requirements

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<tr>
<th>AREA</th>
<th>CREDITS</th>
<th>COURSE #</th>
<th>COURSE TITLE</th>
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<td>Foreign Language</td>
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<td>Writing the Essay</td>
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<td>Advanced College Essay</td>
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<td>Conversations of the West</td>
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<td>World Cultures</td>
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<td>Social Science</td>
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<td>Quantitative Reasoning</td>
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<td>Natural Science II</td>
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<td>Liberal Arts Electives</td>
<td>16 or ___ with point differential</td>
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<td>These courses must be taken at the College of Arts and Science</td>
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Total Liberal Arts Credits Required  60

### Unrestricted Electives

|                              |          |          |                                |           |                  |

Total Unrestricted Electives Required  16
## Major Requirements

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<th>AREA</th>
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<td>Intro to Media Studies</td>
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<td>E59.0005</td>
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<td>Intro to Media Criticism</td>
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### Fields of Study 24
Choose two of the following areas: Global and Transcultural Communication, Images and Screen Studies, Interaction and Social Processes, Persuasion and Politics, or Technology and Society

<table>
<thead>
<tr>
<th>Area One</th>
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### Restricted Electives 8
See approved list on website: http://steinhardt.nyu.edu/mcc/undergraduate/electives

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### Other Requirements 4

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<td>Senior Media Seminar</td>
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### Total Major Credits Required 52
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.

The Center for Communication
www.cencom.org

Advertising Women of New York (AWNY)
www.awny.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

New York Coalition of Professional Women in the Arts & Media, Inc.
www.nycwam.org

New York Women in Film and Television (NYWF&T)
www.nywift.org

Association for Conflict Resolution, New York Chapter
www.acrgny.org

National Communication Association
www.natcom.org

Eastern Communication Association
www.ecasite.org

MCA-I NY
Media Communications Association-International
www.mcainy.org

Media Ecology Association
www.media-ecology.org

Media Bistro
www.mediatbistro.com

Advertising Club of New York
www.theadvertisingclub.org

Women in Communications, New York Chapter
www.nywici.org