

Media Studies Minor Check Sheet

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Perhaps no social institution has changed the fabric of American society and global culture so much as the mass media, especially television and film. Now, new communication technologies portend even more significant changes as television, telephone, online news, and information combine into integrated systems. The new media and computer world of the 21st century, dazzling as it may appear, prompts serious cultural, social, and public policy questions.

In response to these issues, the Departments of Communication Studies and Journalism and Media Communication have instituted a 21-credit certified minor in Media Studies. The minor requires completion of seven courses from the following curriculum. **NOTE: Communication Studies and Journalism and Media Communication majors cannot add this minor.**

To learn more about the Media Studies minor and set an appointment to meet with an adviser: if your last name begins with A-M, call Journalism and Media Communication at 970-491-6310. If your last name begins with N-Z, call Communication Studies at 970-491-6140.

Approved Courses – 21 credits total

1. Select one:

- JTC 100 Media in Society
- SPCM 100 Communication and Popular Culture

2. Select one:

- JTC 415 Communications Law
- SPCM 349 Freedom of Speech

3. Select 15 credits (five courses):

- JTC 311 History of Media
- JTC 316/ETST 316 Multiculturalism and the Media
- JTC 350 Public Relations
- JTC 355 Advertising
- JTC 411 Media Ethics and Issues
- JTC 412 International Mass Communication
- JTC 413 New Communication Technologies and Society
- JTC 414 Media Effects
- JTC 456/LB 456 Documentary Film as a Liberal Art
- SPCM 341 Evaluating Contemporary Television
- SPCM 342 Critical Media Studies
- SPCM 346 Virtual Culture and Communication
- SPCM 350 Evaluating Contemporary Film
- SPCM 354 History and Appreciation of Film
- SPCM 356 Asians in the U.S. Media
- SPCM 357 Film and Social Change
- SPCM 358 Gender and Genres in Film
- SPCM 454/ETST 454 Chicano/a Film and Video
- SPCM 455/LB 455 Narrative Fiction Film as a Liberal Art

Courses Offered for the Media Studies Minor

JTC 100 Media in Society - Role of media in American democracy, impact of media on individuals and social institutions, comparative communication.

JTC 311 History of Media - Media development, growth, trends within context of political, social, and economic change.

JTC 316 Multiculturalism and the Media - Media and multiculturalism with emphasis on race, ethnicity, and other protected groups.

JTC 411 Media Ethics and Issues - Professional ethics, issues of media performance and the relation of media systems to the social systems.

JTC 350 Public Relations - Public relations principles and practices of business, industry, education, and public agencies.

JTC 355 Advertising - Advertising principles and techniques used to develop effective advertising campaigns.

JTC 412 International Mass Communication - Media communications systems, their roles throughout the world; news flow; propaganda in national development; role of foreign correspondents.

JTC 413 New Communication Technologies and Society - Political, economic, social, philosophical, legal and educational impacts of new technologies.

JTC 414 Media Effects - Perspectives on audience process and media effects on individuals and society.

JTC 415 Communications Law - Constitutional, statutory law of political speech, obscenity, advertising, libel; privacy, copyright, information ownership and access.

JTC 456/LB 456 Documentary Film as a Liberal Art - *Credit not allowed for both JTC 456 and LB 456.* Documentary film and its role in human history, culture and social interaction.

SPCM 100 Communication and Popular Culture - Classical tradition of speech communication, its extension to broadcasting, and integration of both in contemporary culture.

SPCM 341 Evaluating Contemporary Television - Rhetorical standards applied to content, ethical, and artistic aspects of American televised discourse; emphasizing non-entertainment programming.

SPCM 342 Critical Media Studies - *Prerequisite: SPCM 100.* Analysis of communication media; history; structure, regulation, policy, and impact on society.

SPCM 346 Virtual Culture and Communication - *Prerequisite: SPCM 100 or SPCM 342.* Rhetorical theory applied to planning, producing, and evaluating computer-mediated messages.

SPCM 349 Freedom of Speech - Historical and philosophical precedents to freedom of speech; development of free speech principles in the U.S.; ethical obligations of speakers.

SPCM 350 Evaluating Contemporary Film - Theory and development of film criticism; application of critical approaches to current fiction and nonfiction film

SPCM 354 History and Appreciation of Film - Screening and evaluation of landmark fiction and nonfiction films; assessment of cinema as an art form and a social force.

SPCM 356 Asians in the U.S. Media - A survey of Asian representations in the U.S. media from the 19th century to the present.

SPCM 357 Film and Social Change - Ways in which the medium of motion pictures has sparked significant social changes at home and abroad.

SPCM 358 Gender and Genre in Film - An examination of gender relations in particular genres.

SPCM 454/ETST 454 Chicano/a Film and Video - *Credit not allowed for both SPCM 454 and ETST 454.* Emergence of Chicano/a cinema from a place of displacement, resistance, and affirmation found in contemporary Chicano/a film, video.

SPCM 455/LB 455 Narrative Fiction Film as a Liberal Art - *Credit not allowed for both SPCM 455 and LB 455.* Narrative fiction film and its role in human history, culture and social interaction.