

COMMUNICATION AND MEDIA STUDIES, BA

The Bachelor of Arts in Communication and Media Studies equips graduates with a solid theoretical and historical understanding of human communication, combined with practical skills in professional writing and speaking.

Student organizations that are designed to support, augment, and supplement the educational and professional development of students in the CMS program include the *Bent Tree* (student newspaper).

Communication and Media Studies Learning Outcomes

Graduates of this program will be able to:

- Communicate effectively using multiple channels of communication.
- Conduct primary and secondary research on media products and communicative practices.
- Critically analyze the aesthetic dimensions and layered meanings of past and present communication and media products.
- Understand theoretical perspectives on communication, media and global culture.
- Apply media aesthetics to the production of communication vehicles using appropriate technologies.
- Demonstrate an understanding of ethical theories, professional standards and legal constraints in communication and media environments.

Communication and Media Studies Writing Assessment Requirement

CMS majors and minors are required to pass the CMS Writing Assessment in order to complete the degree. Students are strongly encouraged to take this assessment soon after passing ENGL 1102 English Composition II. A passing score is a prerequisite for several required CMS courses, so failure to pass the test in a timely manner may result in a delay in graduation. The test is administered at the campus Testing Center and may be repeated, but it is offered only one time per semester.

Students may also fulfill the CMS Writing Assessment Requirement by enrolling in ENGL 3900 Professional & Tech. Writing, passing the course with a C or better, and notifying the Visual and Performing Arts department chair or the CMS Coordinator in writing that they have passed the course and need to have their academic records updated.

Program Requirements

Communication and Media Studies students must earn a grade of C or higher for all courses applied toward upper-division requirements. Upper-division courses are all courses other than those of Areas A through F. 1000- or 2000-level courses used in the upper division are included in this restriction.

Code	Title	Credit Hours
Core Curriculum (Areas A-E) (https://catalog.clayton.edu/graduation-requirements/undergraduate-graduation-requirements/core-curriculum/#core-areas)		42

All Core Curriculum requirements for the Communication and Media Studies major are shown under Core Curriculum in the Graduation Requirements section of the Undergraduate Catalog.

Lower Division Major Requirements (Area F) 18

CMS 2010	Introduction to Media Studies	3
CMS 2015	Visual Communication	3
Spoken Communication and International Language		3-9

Select from the following:¹

COMM 1110	Public Speaking ²	
FREN 2001	Intermediate French I	
FREN 2002	Intermediate French II	
SPAN 2001	Intermediate Spanish I	
SPAN 2002	Intermediate Spanish II	

Media Production or Aesthetics 3-9

Choose from the following:

ART 1104	2-D Design/Color Theory	
FILM 2100	Introduction to Film	
CMS 2410	Digital Photography	
FILM 2420	Intro to Field Production	
PHIL 2040	Introduction to Aesthetics	
THEA 1880	Introduction to Acting	

Major Area Core Requirements 18

CMS 3020	Research Methods	3
or CMS 3101	Media and Culture	
CMS 3400	Comm. Law, Ethics & Diversity	3
CMS 3710	Writing for Digital Media: Theory and Practice	3
CMS 3901	Internship/Practicum in Communication and Media Studies I	3
CMS 4999	CMS Capstone	3
COMM 3300	Interpersonal Communication	3

Concentration Requirements 27

Choose one option/concentration from the following:

Communication and Media Studies Electives Option (p. 1)	
Media Design and Production Concentration (p. 2)	
Organizational and Corporate Concentration (p. 2)	

Minor/Free Electives 15

Choose 15 hours of guided electives toward completion of a minor (encouraged):³

Total Credit Hours 120

Option/Concentration Requirements (Choose the CMS Electives option or one of the three concentrations below)

Communication and Media Studies Electives Option

Code	Title	Credit Hours
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Choose 27 hours from the following:

Any 3000-4000 level class with a CMS or COMM or JOUR prefix (not designated to be used elsewhere in the upper division requirements),		
ENGL 3800	Intro to Creative Writing	
ENGL 3900	Professional & Tech. Writing	
ENGL 4011	Critical Theory	

THEA 3800	Playwriting	
THEA 4861	Acting for the Camera	
Total Credit Hours		27

Media Design and Production Concentration

Code	Title	Credit Hours
Choose seven courses from the following:		
CMS 3110	Media Industries	
CMS 3400	Comm. Law, Ethics & Diversity	
FILM 3410	Lighting for Motion Pictures	
FILM 3420	Audio Recording & Sound Design	
CMS 3500	Writing and Editing for Mass Media	
CMS 3560	Introduction to Public Relatio	
CMS 3600	Introduction to Broadcasting	
CMS 3700	Corporate Communication Design	
CMS 3720	New Media Design	
CMS 3903	Advanced Media Production	
FILM 4410	Digital Video Production	
FILM 4450	Digital Video Post-Production	
FILM 4490	Modes of Video Production I	
FILM 4491	Modes of Video Production II	
FILM 4492	Modes of Video Production III	
CMS 4560	Public Relations Principles and Practices	
CMS 4650	Audio Podcasting	
CMS 4800	Selected Topics in CMS I (or FILM 4800 - both upon approval)	
CMS 4801	Selected Topics in CMS II (or FILM 4801 - both upon approval)	
CMS 4802	Selected Topics in CMS III (or FILM 4802 - both upon approval)	
CMS 4900	Directed Research in Communication and Media Studies	
COMM 3310	Communication in Context I (upon approval)	
COMM 3311	Communication in Context II (upon approval)	
COMM 3312	Communication in Context III (upon approval)	
COMM 3460	Principles of Project Management	
THEA 4460	Voiceover	
THEA 4861	Acting for the Camera	
Total Credit Hours		27

Organizational and Corporate Concentration

Code	Title	Credit Hours
Choose seven courses from the following:		
CMS 3110	Media Industries	
CMS 3500	Writing and Editing for Mass Media	
CMS 3550	Introduction to Advertising	
CMS 3560	Introduction to Public Relatio	
CMS 3600	Introduction to Broadcasting	
CMS 3700	Corporate Communication Design	
CMS 3720	New Media Design	
CMS 4500	Global Contexts in Communication and Media Studies	

CMS 4560	Public Relations Principles and Practices	
CMS 4580	Crisis and Change Communication	
CMS 4610	Social Media	
CMS 4800	Selected Topics in CMS I (or FILM 4800 - both upon approval)	
CMS 4801	Selected Topics in CMS II (or FILM 4801 - both upon approval)	
CMS 4802	Selected Topics in CMS III (or FILM 4802 - both upon approval)	
CMS 4900	Directed Research in Communication and Media Studies (or FILM 4900)	
COMM 3100	Professional Speaking	
COMM 3310	Communication in Context I (upon approval)	
COMM 3311	Communication in Context II (upon approval)	
COMM 3312	Communication in Context III (upon approval)	
COMM 3330	Rhetorical Criticism	
COMM 3340	Persuasion	
COMM 3440	Communication Technologies	
COMM 3460	Principles of Project Management	
COMM 4100	Organizational Communication	
COMM 4200	Nonverbal Communication	
COMM 4210	Interracial Communication	
COMM 4510	Intercultural Communication	
ENGL 3900	Professional & Tech. Writing	
Total Credit Hours		27

¹ Foreign Language through the 2002 level is required for the BA in CMS. FREN 1001 Elementary French I/SPAN 1001 Elementary Spanish I may be used in Guided Electives, and it is possible to use 1002/2001/2002-level language courses in the Core Curriculum and Lower Division Major Requirements.

² COMM 1110 Public Speaking is a required course for the CMS major. Students receiving credit for COMM 1110 Public Speaking may not receive credit for COMM 1001 Presentational Speaking and COMM 1002 Presentation Applications.

³ Up to 9 guided electives may be used for courses with COMM, CMS, and/or JOUR prefixes. No more than 9 hours applied to this area can be 1000-/2000-level courses.