

Bachelor of Fine Arts with a Major in Mass Media

Selected Educational Outcomes

1. Students will demonstrate the acquisition of historic, cultural, and critical perspectives on the media.
2. Students will demonstrate skills in the analysis of broadcast program syntax and broadcast systems and their applications.
3. Students will demonstrate skills required for the production and delivery of broadcast programming and management.
4. Students will demonstrate knowledge of professional opportunities for employment in the broadcast industries.

Examples of the Outcomes Assessments

Concluding curricular experiences for the major will include:

1. Participation in professionally oriented broadcast media program productions.
2. Development of materials geared to the individual student's professional career goals or post-graduation plans.
3. A capstone portfolio presentation exhibiting advanced technical or performance skills and assessing personal strengths and weaknesses.

Requirements for the B.F.A. with a Major in Mass Media

Core Curriculum		60
Core Curriculum Areas A-E (See VSU Core Curriculum)		42
Core Curriculum Area F		
COMM 1100 & MDIA 2500	Human Communication and Computer Mediated Communication	6
MDIA 2000	Introduction to Mass Media	3
MDIA 2050	Introduction to Electronic Media Production	3
MDIA 2100	Introduction to Broadcast Writing	3
THEA 1000 or COMM 1110	Voice and Diction Public Speaking	3
A minimum grade of "C" is required for all Area F courses in the Communication Arts Department.		
Senior College Curriculum		60
Senior Core		
MDIA 3450	Media Ethics	3
MDIA 4100	Media Economics and Management	3
MDIA 4400	Media Criticism	3
MDIA 4800	Media Law	3
MDIA 4950	Senior Seminar	1
Select one of the following:		3
MDIA 4270	Diversity in Media	
MDIA 4350	Media and Culture	
MDIA 4450	International Media	
Major Requirements		
General Skills		
Select two of the following:		6
MDIA 3050	Broadcast Performance and Announcing	
MDIA 3060	Sports Announcing and Reporting	
MDIA 3300	The Music Industry	
MDIA 3350	Aesthetics of Electronic Media	
MDIA 3800 or MDIA 4030	Audio Theory Selected Topics in Mass Media	
Writing		
MDIA 3400 or MDIA 4030	Broadcast Script Writing Selected Topics in Mass Media	3
Digital Media		

MDIA 4600	Digital Media Production	4
or MDIA 4650	Digital Media Journalism	
Production (one course must be sequential)		12
MDIA 3120K	Television Studio Production I	
MDIA 4120K	Television Studio Production II	
MDIA 3150K	Electronic Field Production I	
MDIA 4150K	Electronic Field Production II	
MDIA 3130K	Audio Production II	
MDIA 4130K	Audio Production for Video	
MDIA 3110K	Audio Production I	
MDIA 4240K	Directing and Acting for Film	
Workshops		
Select six hours from the following:		6
MDIA 4964	Sports Workshop	
MDIA 4963	International Documentary Production Workshop	
MDIA 4962	Video Workshop	
MDIA 4961	Audio Workshop	
Guided Electives		13
Total hours required for the degree		120