

Bachelor of Fine Arts with a Major in Mass Media

Broadcast and digital communications impact every aspect of our lives, from listening to the radio or streamed content to watching television to using the Internet. The B.F.A. with a major in Mass Media is designed to provide the knowledge, values, perspectives, and skills necessary to transition seamlessly from the academic environment to the digital and broadcast communications arena. Students are involved in content creation and delivery.

The B.F.A. with a major in Mass Media at VSU offers numerous productions throughout the year, providing students with significant performance experience.

Beyond technical learning, students learn important skills such as collaboration, writing, storytelling, planning, budgeting, presentation, and research skills.

Grade Point Average Requirement for the BFA with a Major in Mass Media

Students who declare a major in Mass Media must earn a grade point average of 2.50 or better on Core Field of Study courses. Students who earn less than a 2.50 GPA in Core Field of Study courses will be asked to switch to another major or will automatically be changed to an undeclared major status.

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

Code	Title	Hours
Core Curriculum		60
Core IMPACTS (See VSU Core Curriculum)		42
Core Field of Study		18
COMM 1100	Human Communication	3
MDIA 2000	Introduction to Mass Media	3
MDIA 2050	Introduction to Electronic Media Production	3
MDIA 2100	Introduction to Media Writing	3
MDIA 2350	Media and Culture	3
MDIA 2500	Computer Mediated Communication	3
Senior College Curriculum		60
Media Core		15
MDIA 3350	Aesthetics of Electronic Media	3
MDIA 4100	Media Economics and Management	3
MDIA 4200	Media Law and Ethics	3
MDIA 4400	Media Criticism	3
Select one of the following:		3
MDIA 4030	Selected Topics in Mass Media	
MDIA 4270	Diversity in Media	
MDIA 4450	International Media	
Major Requirements		45
Media Content Creation		
MDIA 3100	Writing for Media II	3
Select two of the following:		6

MDIA 3125	Social Media	
MDIA 3175	Transmedia Storytelling	
MDIA 3250	On-Air Announcing	
MDIA 3225	Media Research and Audience Analysis	
MDIA 3400	Screenwriting	
MDIA 3500	Newswriting and Reporting	
JOUR 4570	Introduction to Sportswriting	
Production		
MDIA 3001	Media Production I	3
MDIA 3002	Media Production II	3
MDIA 3003	Media Production III	3
Select one of the following:		3
MDIA 4960	News Workshop	
MDIA 4961	Audio Workshop	
MDIA 4962	Video Workshop	
MDIA 4963	Documentary Workshop	
MDIA 4964	Sports Workshop	
MDIA 4965	New Media Workshop	
Senior Projects		6
MDIA 4700	Digital Media Production Capstone	
MDIA 4950	Senior Seminar	
Guided Electives		18
Total hours required for the degree		120