Bachelor of Arts

Communication with a Major in Media Studies (BA)

Carla Harrell, Chief Departmental Advisor
Myles McNutt, Program Director

Requirements

Lower-Division General Education

Written Communication (http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#written)	6
Oral Communication (http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#oral)	3
Mathematics (http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#math)	3
Language and Culture (http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#language)	0-6
Information Literacy and Research (http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#information)	3
Human Behavior (http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#behavior)	3
Human Creativity (http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#creativity)	3
Interpreting the Past (http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#interpret)	3
Literature (http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#literature)	3
Philosophy and Ethics (http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#philosophy)	3
The Nature of Science (http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#nature)	8
Impact of Technology (http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#impact)	3

COMM 101R is required to fulfill the Oral Communication requirement.

STAT 130M is required to fulfill the Mathematics requirement (BS only).

COMM 270A/THEA 270A may not be used to satisfy the Human Creativity requirement.

The Information Literacy and Research requirement may be met in the major with COMM 272G.

The Impact of Technology requirement may be met in the major with COMM 280T or COMM 372T.

For the Language and Culture requirement, BA students must have competence through the 202 level (competence is not met by completion of the associate degree); BS students must have competence at the 102 level.

Upper-Division General Education

- Option A. Approved Minor, 12-24 hours; also second degree or second major
- Option B. Interdisciplinary Minor, 12 hours specified by the department, 3 of which may be in the major area of study
- Option C. An approved certification program such as teaching licensure
- Option D. Six Hours of Upper-Division Courses from outside the College of Arts and Letters or from the Arts and Humanities Component within the College of Arts and Letters that are not required by the major (6 hours).

Requirements for Graduation

Requirements for graduation include the following:

- Minimum of 120 credit hours.
- Minimum of 30 credit hours overall and 12 credit hours of upper-level courses in the major program from Old Dominion University.
- Minimum overall cumulative grade point average of C (2.00) in all courses taken.
- Minimum overall cumulative grade point average of C (2.00) in all courses taken toward the major.
- Minimum overall cumulative grade point average of C (2.00) in all courses taken toward a minor.
- Completion of ENGL 110C, ENGL 211C or ENGL 231C, and the writing intensive (W) course in the major with a grade of C or better. The W course must be taken at Old Dominion University.
- Completion of Senior Assessment.

Communication Core

BA Core Courses

COMM 200S	Introduction to Human Communication	3
COMM 260	Understanding Media	3
COMM 301	Critical Methodologies	3
COMM writing intensive (W) course (see the major areas for appropriate selection)		3
BA Additional Core Course		
COMM 335W	Rhetorical Criticism	3
or COMM 445	Communication Analysis and Criticism	
Total Credit Hours		**15**

Media Studies Major

Carla Harrell, Program Director and Chief Departmental Advisor

Choose nine courses (27 credit hours): three courses (9 credit hours) from Foundations and six courses (18 credit hours) from Applied Theories. Students majoring in Media Studies may not use COMM 372T to satisfy their Impact of Technology general education requirement. The Senior Experience can be met by completing an internship, a study abroad/away, taking a designated service learning course, doing a research practicum, or by enrolling in the Capstone course (COMM 433). The Identity and Inclusion requirement may be met with COMM 315W, COMM 488, COMM 495: LGBTQ Organizational Culture in PNW, and COMM 495: Disabilities Studies. Students should check with their advisor for additional course options to meet the Identity and Inclusion requirement.

General Education

Complete lower-division requirements		35-47
Complete upper-division requirements (minimum of 6 credit hours)		6
Complete foreign language coursework through the 202 level		0-6
Communication Core		
Complete communication core requirements		15
Foundations		
COMM 344	Introduction to Media Industries	3
COMM 345	Media Audiences	3
COMM 372T	Introduction to New Media Technologies	3
Applied Theories		
Select six of the following:		18
COMM 324	British Media in London	
COMM 334	Narrative Adaptation	
COMM 339	Entertainment Journalism	
COMM 340	Media and Popular Culture	
COMM 346	Screenwriting I	
COMM 366	Public Journalism in the Digital Age	
COMM 368	Internship	

COMM 375	Television Production
COMM 382	Reporting News for Television and Digital Media
COMM 388	Motion Picture Aesthetics
COMM 395	Topics in Communication
COMM 430	TV Screenwriting
COMM 433	Capstone
COMM 441	The Music Industry and Communication
COMM 442	Media Spaces
COMM 443	Hispanic Film
COMM 444	German Cinema I
or WCS 445	German Cinema I
COMM 447W	Electronic Media Law and Policy
COMM 448	Transnational Media Systems
COMM 455	Critical Analysis of Journalism
COMM 470	History of Television
COMM 471W	International Film History
COMM 472	New Media Topics: Theories and Practices
COMM 473	Television and Society
COMM 474	Reality Television
COMM 475	Superheroes and US Media
COMM 476	Manly TV
COMM 477	Children's Media and Culture
COMM 478	Media Marketing and Promotion
COMM 479W	American Film History
COMM 482	Screenwriting II
COMM 485	Film and Television Genres
COMM 488	Introduction to Critical Race and Media Studies
COMM 491	Communication and Activism
DANC 361	Hip Hop Dance & Culture 1
DANC 362	Hip Hop Dance & Culture 2
THEA 371	History of Animation
WMST 304	Gender and Sexuality in Film
WMST 405	Gender and Media
COMM Elective	
Complete COMM elective	3
Total Credit Hours	**86-104**

Elective credit will be needed to meet the minimum requirement of 120 credit hours.

Additional Requirements and Information

ALL students majoring in programs in Communication, Dance, and Theatre are required to complete a **Senior Experience** as part of their degree. Senior Experiences are designed as stepping stones for students to apply knowledge and skills accrued throughout their coursework toward preparing for future careers. Senior Experience course options will vary by major but include options for an internship, a study abroad/away experience, a service-learning course, a senior capstone, or more specialized experiences within students' chosen majors. Please see descriptions included under each major for more options. Students become eligible for Senior Experience options once they reach 90 credits or with permission of the Senior Experience Coordinator. Students will be directed by their advisor to opportunities that are suited for their area of study and as other opportunities become available. For more information please reach out to the Senior Experience Coordinator, Alison Lietzenmayer.

ALL students majoring in programs in Communication, Dance, and Theatre must complete a minimum of one three-credit **Identity and Inclusion** course as part of their curriculum studies to graduate with a degree from the department. This course can either fulfill an applied theories course within a

student's area or count as an elective toward their 120-credits needed to earn their degree.

Cinema & TV Production students need to complete COMM 271 Introduction to Filmmaking prior to enrollment in any Foundations course, and should not enroll in COMM 269.

Departmental Requirements

Majors must maintain a 2.0 GPA or better in the major in order to graduate.

Additional Communication Major Courses

Students pursuing either the BA or the BS degree are required to take 10 Communication classes beyond the core course requirements listed above (these courses include the Senior Experience and Identity & Inclusion requirements listed above). Nine of those 10 courses (27 credit hours) must be in the student's selected major (see major details below). One course (3 credit hours) may be 100-200 level and/or from any major area.

The Senior Experience requirement in the Communication program (which includes the Cinema & TV Production major, Communication Studies major, Media Studies major, Professional Communication major, and Strategic Communication major) can be achieved by completing opportunities such as the following:

Internship		
COMM 368	Internship	3,6
Study Abroad		
COMM 300	International Sojourning	3
COMM 324	British Media in London	3
COMM 440	Documentary Filmmaking Study Abroad	3
Other study abroad/study away offerings offered within the Department		
Service Learning		
Approved Service Learning Courses (varies by semester)		
Capstone		
COMM 433	Capstone	3
Research Practicum		
COMM 369	Research Practicum	3
or COMM 469	Communication Education Practicum	
ROAR		
COMM 490	Advanced Strategic Communications (available only for Strategic Communication majors)	3
COMM Cinema & TV Production Majors may also choose from:		
COMM 439	WHRO Production	
COMM 482	Screenwriting II	
COMM 483	Advanced Video Project	
COMM 486	Advanced Filmmaking	
COMM 493	Feature Film Production	

Communication Electives

Select one COMM elective (3 credit hours), which may be any COMM class that is not in the student's major in addition to the following.

COMM 103R	Voice and Diction	3
COMM 112R	Introduction to Interpersonal Communication	3
COMM 195	Topics in Communication	1-3
COMM 225	Introduction to Production Technology	3
COMM 269	Visual Storytelling	3
COMM 270A	Film Appreciation	3
COMM 271	Introduction to Filmmaking	3
COMM 272G	Digital Literacy	3
COMM 280T	Entertainment Technologies	3
COMM 295	Topics in Communication	1-3
COMM 304	Advanced Public Speaking	3

COMM 307	Understanding European Film	3
COMM 321	Production Management for Television and Stage	3
COMM 324	British Media in London	3
COMM 325	Sound Design for Stage and Camera	3
COMM 331	Argumentation and Debate	3
COMM 332	Making African-American Cinema	3
COMM 337	Model League of Arab States	3
COMM 341	Lighting Design for Stage and Film	3
COMM 349	Costume Design for Stage and Camera	3
COMM 354	Drafting and Rendering for Stage and Screen	3
COMM 356	Silhouette Animation	3
COMM 357	Claymation	3
COMM 359	Costume Crafts	3
COMM 364	Radio	3
COMM 365	Electronic News	3
COMM 366	Public Journalism in the Digital Age	3
COMM 367	Cooperative Education	1-3
COMM 369	Research Practicum	3
COMM 370	The Video Project	3
COMM 382	Reporting News for Television and Digital Media	3
COMM 453	Voice Over	3
COMM 461	Arts Administration	3
COMM 469	Communication Education Practicum	3

Writing Intensive Requirement

Communication majors must complete at least one writing intensive course in the major from the following courses:

COMM 308W	Strategic Communications Writing	3
COMM 315W	Sex, Gender, and Communication	3
COMM 335W	Rhetorical Criticism	3
COMM 400W	Intercultural Communication	3
COMM 412W	Interpersonal Communication Theory and Research	3
COMM 447W	Electronic Media Law and Policy	3
COMM 471W	International Film History	3
COMM 479W	American Film History	3

Internships and Practicum courses

Students may apply three credit hours of COMM 368 Internship toward their major credit hours. Three additional credit hours may count as elective credits toward the overall total credit hour count for the degree. In addition, students may apply only six credits total from the following classes toward the major:

COMM 368	Internship	3-6
COMM 369	Research Practicum	3
COMM 469	Communication Education Practicum	3

Special Topics in Communication Courses and Communication Tutorials

Special Topics in Communication courses and Communication Tutorials courses may be included in a given major when and where appropriate and as approved by the student's communication advisor:

COMM 395	Topics in Communication	1-3
COMM 396	Topics in Communication	1-3
COMM 495	Topics in Communication	1-3
COMM 496	Topics in Communication	1-3
COMM 497	Tutorial Work in Special Topics in Communication	1-3

Degree Program Guide

The Degree Program Guide is a suggested curriculum to complete this degree program in four years. It is just one of several plans that will work and is presented only as broad guidance to students. Each student is strongly encouraged to develop a customized plan in consultation with their academic advisor. Additional information can also be found in Degree Works.

Course	Title	Credit Hours
Freshman		
Fall		
ENGL 110C	English Composition (Grade of C or better required)	3
Mathematical Skills		3
Human Creativity (May not use COMM 270A / THEA 270A)		3
Elective or Language and Culture I (May be waived; See requirement details)		3
COMM 101R	Public Speaking	3
	Credit Hours	**15**
Spring		
Human Behavior (May not use COMM 200S)		3
Interpreting the Past		3
Information Literacy and Research (Can be met by COMM 272G)		3
Elective or Language and Culture II (May be waived; See requirement details)		3
COMM 260	Understanding Media	3
	Credit Hours	**15**
Sophomore		
Fall		
ENGL 211C or ENGL 231C	Writing, Rhetoric, and Research (Grade of C or better required) or Writing, Rhetoric, and Research: Special Topics	3
Nature of Science I		4
Language and Culture III		3
Philosophy and Ethics		3
COMM 200S	Introduction to Human Communication	3
	Credit Hours	**16**
Spring		
Literature		3
Nature of Science II		4
Language and Culture IV		3
Impact of Technology (Can be met with COMM 280T or COMM 372T)		3
COMM 335W or COMM 445	Rhetorical Criticism or Communication Analysis and Criticism	3
	Credit Hours	**16**
Junior		
Fall		
Foundation course in Major Area		3
Applied Theories or Foundations course in Major Area (depending on major selected)		3
Applied Theories course in Major Area		3
COMM 301	Critical Methodologies	3

Upper-Division General Education Course or Minor	3
Credit Hours	**15**
Spring	
Foundation course in Major Area	3
Applied Theories course in Major Area	3
Applied Theories course in Major Area	3
COMM Elective	3
Upper-Division General Education Course or Minor	3
Credit Hours	**15**
Senior	
Fall	
Applied Theories course in Major Area	3
COMM Writing Intensive Course	3
Senior Experience course [1]	3
Elective course	3
Minor or Elective	3
Credit Hours	**15**
Spring	
Applied Theories course in Major Area	3
Applied Theories course in Major Area	3
Elective course	3
Elective course	1
Minor or Elective	3
Credit Hours	**13**
Total Credit Hours	**120**

[1]   Please consult list of Senior Experience options relevant to each major.

Linked BA/BS in Communication and MA in Lifespan and Digital Communication

The linked bachelor's/master's degree in communication/lifespan and digital communication is administered by the Communication and Theatre Arts Department. The purpose of this option is to allow exceptional majors in communication to count up to 12 hours of 500-level graduate coursework towards both the BA or BS in communication and, if accepted, the MA in lifespan and digital communication. Students in the linked program must earn a minimum of 150 credit hours (120 discrete credits for the undergraduate degree and 30 discrete credits for the graduate degree). For more information, please contact Dr. Gary Beck.

Linked BA/BS in Communication and MA in Humanities

Please refer to the Humanities section of this Catalog for information on the linked program leading to a BA or BS in communication and an MA in humanities.

BA or BS to MBA (Master of Business Administration) Linked Program

The linked BA/MBA or BS/MBA program is an early entry to the MBA program of study. The early-entry program is designed for well qualified non-business undergraduate ODU students to start their MBA program prior to completing their undergraduate degree. Well qualified non-business undergraduate students may take MBA-level courses as early as three semesters prior to graduation and count up to 12 graduate credits toward their undergraduate degree. Students participating in the early-

entry program must earn a minimum of 150 credit hours (120 discrete credit hours for the undergraduate degree and 30 discrete credit hours for the graduate degree). Early-entry program students should carefully consider their undergraduate degree program requirements when planning their course of study. Students in the early-entry program work in close consultation with the MBA Program Office and should refer to information in the Strome College of Business section in the graduate catalog (http://catalog.odu.edu/graduate/stromecollegeofbusiness/) to develop an individualized plan of study based on the required coursework.

BA or BS to MPA (Master of Public Administration) Linked Program

The linked BA/MPA or BS/MPA program provides qualified Old Dominion University undergraduate students with the opportunity to earn a master's degree in public administration while taking credits in the MPA program as an undergraduate student. The program is designed for highly motivated students with the desire to immediately continue their education after the bachelor's degree. The program is especially relevant to individuals seeking to work (or currently working) in the public or non-profit sectors, but is suitable for students from any undergraduate major. Graduate courses may be taken during the fall and spring semester of the student's senior undergraduate year. Up to 12 graduate credits can count toward both the undergraduate and graduate degree and can meet upper-level General Education requirements. After receiving the undergraduate degree, a student will continue with the MPA program, taking MPA courses until completing the required 39 credit hours. Students in the linked program must earn a minimum of 150 credit hours (120 discrete credit hours for the undergraduate degree and 30 discrete credit hours for the graduate degree).

Requirements for admission to the graduate program can be found in the School of Public Service section of the Graduate Catalog (http://catalog.odu.edu/graduate/business/public-service/). For additional information, please contact the School of Public Service in the Strome College of Business.