Media Studies - Media Production, BS

Program Description

The Media Studies Degree Program addresses the vast and ubiquitous forms of mediated communication that are available to all in today’s world, including in politics, culture, society, and the arts. The program engages students in a wide range of media including television, streaming video, radio and podcasting, print and digital publications, and social media. Students study the history, evolution and the changing state of media technologies and techniques in media production, together with an understanding of the economic and social effects of media, including legal and ethical issues. Students are prepared for a wide range of careers, including those in journalism, TV and radio, video production, social media, publication design, podcasting, content marketing, public relations, and media research. The purpose of the program is ultimately to train students to be effective storytellers in each of these media forms and provide a foundation grounded in theoretical, legal, and ethical perspectives, and build on that foundation with the production skills necessary to be successful contributors to society and to gain meaningful employment.

Program Curriculum

120 credits

Utah Tech General Education Requirements

All Utah Tech General Education requirements must be fulfilled. A previously earned degree may fulfill those requirements, but courses must be equivalent to Utah Tech’s minimum General Education standards in American Institutions, English, and Mathematics.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td></td>
<td>General Education Core Requirements (catalog.utahtech.edu/programs/generaleducation/#gerequirementstext)</td>
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<tr>
<td>English</td>
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<td>Mathematics</td>
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<td>American Institutions</td>
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<tr>
<td>Life Sciences</td>
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<td>Fine Arts</td>
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<td>Literature/Humanities</td>
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<td>Social &amp; Behavioral Sciences</td>
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<td>Exploration</td>
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Media Studies Core Requirements

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<tbody>
<tr>
<td>MDIA 1130</td>
<td>Introduction to Media Writing</td>
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<tr>
<td>MDIA 1380</td>
<td>Introduction to Video Production</td>
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<td>MDIA 1385</td>
<td>Introduction to Video Production Lab</td>
<td>1</td>
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<tr>
<td>MDIA 1500</td>
<td>Introduction to Media Tools</td>
<td>3</td>
</tr>
<tr>
<td>MDIA 1560</td>
<td>Introduction to Audio Production</td>
<td>3</td>
</tr>
<tr>
<td>MDIA 2010</td>
<td>Media and Pop Culture (SS, GC)</td>
<td>3</td>
</tr>
<tr>
<td>MDIA 3060</td>
<td>Media Analysis and Critique</td>
<td>3</td>
</tr>
<tr>
<td>MDIA 3410</td>
<td>Gender, Race and Class in Media</td>
<td>3</td>
</tr>
<tr>
<td>MDIA 3450</td>
<td>Social Media Campaigns</td>
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</tr>
<tr>
<td>MDIA 3550</td>
<td>Intermediate Media Tools</td>
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<tr>
<td>MDIA 4360</td>
<td>Media Ethics and Law</td>
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<td>MDIA 4900R</td>
<td>Media Studies Internship</td>
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<tr>
<td>MDIA 4980</td>
<td>Media Studies Capstone</td>
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**Media Production Emphasis Requirements**

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<tbody>
<tr>
<td>MDIA 3750</td>
<td>Advanced Streaming Production</td>
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<tr>
<td>MDIA 3755</td>
<td>Advanced Streaming Production Lab</td>
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<tr>
<td>MDIA 4550</td>
<td>Advanced Media Tools</td>
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Complete six (6) credits from the following, at least two (2) different practicum:

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<tr>
<td>MDIA 2370R</td>
<td>Live Media Practicum I</td>
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<tr>
<td>or MDIA 3370R</td>
<td>Live Media Practicum II</td>
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<tr>
<td>or MDIA 2210R</td>
<td>Journalism Practicum I</td>
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<tr>
<td>or MDIA 2380R</td>
<td>Radio Practicum I</td>
<td></td>
</tr>
<tr>
<td>or MDIA 2390R</td>
<td>Video Practicum I</td>
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<tr>
<td>or MDIA 3210R</td>
<td>Journalism Practicum II</td>
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<tr>
<td>or MDIA 3380R</td>
<td>Radio Practicum II</td>
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</tr>
<tr>
<td>or MDIA 3390R</td>
<td>Video Practicum II</td>
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Complete six (6) credits from the following:

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<tbody>
<tr>
<td>MDIA 2630</td>
<td>Script Writing and Planning</td>
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<tr>
<td>MDIA 3480</td>
<td>Social Media Production</td>
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</tr>
<tr>
<td>MDIA 4790</td>
<td>Advanced Audio Production</td>
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**Media Studies Elective Requirements**

Complete six (6) credits from any upper-division (3000 or 4000-level) MDIA course.

**Graduation Requirements**

1. Complete a minimum of 120 college-level credits (1000 and above).
2. Complete at least 40 upper-division credits (3000 and above).
3. Complete at least 30 upper-division credits at Utah Tech for institutional residency.
4. Cumulative GPA 2.0 or higher.
5. Grade C or higher in each Core Discipline Requirement course.

**Graduation Plan**

**1st Year**

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<tr>
<th>Fall Semester</th>
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<th>Spring Semester</th>
<th>Hours</th>
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<tr>
<td>First Year Recommended Elective</td>
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<td>ENGL 2010</td>
<td>3</td>
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<tr>
<td>ENGL 1010</td>
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<td>General Education (Life Sciences)</td>
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<tr>
<td>MDIA 1500</td>
<td>3</td>
<td>MDIA 1130</td>
<td>3</td>
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<tr>
<td>MDIA 2010</td>
<td>3</td>
<td>MDIA 1560</td>
<td>3</td>
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<tr>
<td>General Education (Mathematics</td>
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<td>- MATH 1040 recommended)</td>
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### 2nd Year

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<tbody>
<tr>
<td><strong>Fall</strong></td>
<td></td>
<td><strong>Spring</strong></td>
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</tr>
<tr>
<td>General Education (American Institutions) (<a href="catalog.utahtech.edu/programs/generaleducation/#gerequirementstext">link</a>)</td>
<td>3</td>
<td>Media Studies Elective Requirement</td>
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<tr>
<td>General Education (Physical Sciences &amp; Lab) (<a href="catalog.utahtech.edu/programs/generaleducation/#gerequirementstext">link</a>)</td>
<td>4</td>
<td>General Education (Literature/ Humanities) (<a href="catalog.utahtech.edu/programs/generaleducation/#gerequirementstext">link</a>)</td>
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<tr>
<td>General Elective</td>
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<td>MDIA 3550</td>
<td>3</td>
<td>MDIA 3750</td>
<td>2</td>
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<td>MDIA 2370R, 2210R, 2380R, 2390R, 3210R, 3370R, 3380R, or 3390R</td>
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<td><strong>Total</strong></td>
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### 3rd Year

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<tbody>
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<td><strong>Spring</strong></td>
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<tr>
<td>MDIA 3060</td>
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<td>General Education (Exploration) (<a href="catalog.utahtech.edu/programs/generaleducation/#gerequirementstext">link</a>)</td>
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<td>MDIA 4550</td>
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<td>MDIA 4900R</td>
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<td>Media Studies Elective: Upper Division</td>
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### 4th Year

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<td><strong>Fall</strong></td>
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<td><strong>Spring</strong></td>
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<tr>
<td>MDIA 4360</td>
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<td>MDIA 3480</td>
<td>3</td>
<td>MDIA 4790</td>
<td>3</td>
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<td>Media Studies Elective: Upper Division</td>
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<td><strong>Total</strong></td>
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**Total Hours 110-114**

### BS Media Studies Program Learning Outcomes

At the successful conclusion of this program, students will be able to:

1. Explain mediated communication theories from various traditions and apply those theories to media production, management and consumption.
2. Apply sound reasoning, global and cross-cultural perspectives, critical thinking, ethics, and problem-solving skills to critically evaluate media production, promotion and consumption.
3. Use professional research to evaluate the efficacy of mediated messages, integrating media analytics and metrics into qualitative and quantitative approaches.
4. Develop general and specialized media production skill sets, integrating professional practices in video, animation and social media content generation in compliance with technical and aesthetic principles for a variety of purposes based on in-depth analysis of the audience and situation.