



SCHOOL OF COMMUNICATION, FILM, AND MEDIA

Program Sheet

Updated 11/23/2021

Digital Media & Entertainment Concentration

Digital Media & Telecommunication engages students in courses that build knowledge and skills in traditional electronic and emerging digital media. Students explore historical, theoretical, and structural concepts of programming, management, and production of informational and entertainment radio, television, and online content to serve today's multicultural society. Students learn the art and science of successful storytelling, and create and produce original content for multiple digital media platforms. Students gain hands-on experience early on and throughout their tenure with The WOLF Internet Radio and WUTV.

Required Courses

COMM 3305 - Short-Form Screenwriting & Analysis

COMM 3350 - Digital Media Industries

COMM 3351 - Radio & Audio Production or COMM 3352 - Fundamentals of Television Production

COMM 3355 - Digital Media Programming & Management

COMM 4421R - Practicum: The WOLF Internet Radio or COMM 4421T - Practicum: WUTV

COMM 4454 - Media Law

COMM 4484 - Mass Communications Research Methods One (1) of the following:

- COMM 3354 - Digital Social Media & Society
- COMM 3357 - Diversity & Mass Media
- COMM 4455 - Critical Issues in Mass Communication

Journalism Concentration

Convergence Journalism engages students in courses that build knowledge and skills in writing, reporting, and producing socially responsible and responsive news in today's converging multimedia landscape. Students learn to exercise news judgment, honor the tenets of journalism, and create news for and with audiences across traditional and emerging digital media platforms. Students gain hands-on experience early on and throughout their tenure with *The West Georgian*, The WOLF Internet Radio, and WUTV.

Required Courses

COMM 3301 - Fundamentals of Newswriting

COMM 3303 - Layout & Design or COMM 4403 - Photojournalism

COMM 3302 - Public Affairs Reporting or COMM 4402 - Feature Writing

COMM 3352 - Fundamentals of Television Production

COMM 4421N - Practicum: *The West Georgian* or COMM 4421T - Practicum: WUTV

COMM 4450 - Broadcast News Writing & Reporting

COMM 4454 - Media Law

COMM 4484 - Mass Communications Research Methods

Film & Video Production Concentration

Film & Video Production engages students in courses that build knowledge and skills in writing, analysis, production, and editing for film and video outlets. Students learn the art of cinematic storytelling, image design, and sound editing along with advanced post-production techniques and strategies within the broader field of film and video production. Students gain hands-on experience early on and throughout their tenure with workshops, seminars, and collaborative projects that lead to the distribution of their work via various traditional and digital outlets (e.g., competitions, film festivals, online platforms, screenings, social media, etc.)

Required Courses

COMM 3305 - Short-Form Screenwriting & Analysis

COMM 3353 - Fundamentals of Film & Video Production

COMM 3356 - Film & Culture

One (1) of the following:

- COMM 4425 - Documentary Production Practices
- COMM 4426 - Fiction Film Production
- COMM 4452 - Advanced Film & Video Production

COMM 4454 - Media Law

COMM 4484 - Mass Communications Research Methods Two (2) of the following:

- COMM 4405 - Sound Design
- COMM 4406 - Digital Cinematography & Image Design
- COMM 4407 - Film & Video Post-Production

Public Relations Concentration

Public Relations engages students in courses that build knowledge and skills in today's multicultural domestic and global public relations industry. Students learn the importance of and processes behind building and maintaining mutually beneficial relationships between organizations and target publics through effective interactive communication. Students also gain hands-on experience in media relations, community relations, and employee relations through *bluestone*-Public Relations Firm and experiential and service learning projects for private, nonprofit, corporate, and public sector clients.

Required Courses

COMM 3301 - Fundamentals of Newswriting

COMM 3313 - Public Relations Principles

COMM 4413 - Public Relations Cases

COMM 4414 - Public Relations Management

COMM 4444 - Public Relations Campaigns

COMM 4451 - Public Relations Writing

COMM 4454 - Media Law

COMM 4484 - Mass Communications Research Methods