

# Media Track in Communication Studies

## Department of Communication

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<http://www.fpa.ysu.edu/communication/>

### Description

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The Media Track was developed in conjunction with the introduction of new courses in computer-mediated communication (CMC), new communication media, media relations writing, media relations campaigns, and media analysis. The goal of this track is to provide students with practical, hands-on experience with new media technologies and mass communication practices to provide professional skills in media development, management, and relations.

For example, CMC has become the single-most innovative tool to evolve from computer technology. However, you probably use CMC everyday without questioning why you use it, whether it's the best channel for communicating certain messages, and what alternate outcomes may emerge from your use (or misuse) of CMC. Today CMC is used for many different personal and professional reasons. The track guides the exploration of those reasons and tests your assumptions about the uses of CMC. You will be introduced to old and new technologies as well as more challenging issues related to research of new communication technologies. CMC and new communication media will also prepare you for advancements in new outlets for mass communication such as personal webs (e.g., Facebook, MySpace), blogs, and streaming audio and video (e.g., Podcasts, YouTube) as well as the social implications of that new technology.

Media analysis will teach you to critically analyze media messages; explore how political, social, and economic forces affect media messages; and discuss how media content affects media users. In terms of the creation of media messages, in media relations writing and introduction to media relations campaigns, you will learn how to write press releases and ad content for different types of media and how to plan and implement a public relations / marketing / advertising campaign using a variety of mass media outlets. Because media relations campaigns and information technology skills are often applied in business settings, you will take a course in organizational cultures to prepare you to use your media skills in diverse organizational settings.

### Some Possible Careers

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#### Advertising

Agent (e.g., sports, entertainment)  
Digital Communication Technology  
- Blogger (e-Journalism)  
- Graphic Designer  
- Web Designer/Director  
Film/Video Arts  
- Actor/Announcer  
- Director/Producer  
- Editor  
- Writer  
Community Relations

#### Broadcast Journalist

Script/Technical Writer  
News Service Researcher  
Public Relations Manager  
Marketing  
Market Research  
Information Management  
Media Buyer/Ad Sales  
- Sales Associate  
- Account Executive  
Audience/Media Research  
Casting Director

#### Radio and Television

- Actor/Talk Show Host  
- Camera/Board Operations  
- General Manager  
- Program/News Director  
- Floor Director/Manager  
- Broadcast/Satellite Engineer\*  
- Traffic/Continuity Specialist  
- Disc Jockey  
- News Anchor/Reporter  
- Producer  
\* may require additional training beyond courses in track, minor

### Complementary Minors

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- Advertising/Public Relations
- Art & Technology (for non-art majors)
- Business
- Economics
- Electronic Commerce Technology
- French, Spanish (any Language minor)
- Graphic Design (for non-art majors)
- Information Systems Programming
- Integrated Technologies
- Journalism
- Management Information Systems
- Marketing
- Multimedia and Web Design
- Object-Oriented Programming
- Photography (for non-art majors)
- Professional Writing and Editing
- Statistics
- Telecommunication Studies

**Checklist of Completed Courses  
Bachelor of Arts in Communication Studies – Media Track**

**General Education:** All GERs to be chosen from the listing of certified GER courses (see the Gen. Ed. Website; courses in italics are **suggested** courses.)

▼ **Essential Skills (required):**

Course	Cat#	Hrs	Grd
Writing I	ENGL 1550***	3	
Writing II	ENGL 1551	3	
Comm. Found.	CMST 1545***	3	
Survey of Math	MATH 2623	3	

\*\*\*To declare CMST major, students must have a B average in these three courses.

▼ **Natural Science: 2 Courses (1 must have a lab) . ❖**

Course	Cat#	Hrs	Grd

▼ **Art & Humanities 2 Courses. ❖**

Course	Cat#	Hrs	Grd

▼ **Social Sciences: 2 Courses. ❖**

Course	Cat#	Hrs	Grd
<i>Survey Mass Com</i> <b>OR</b> _____	<i>TCOM 1595</i>	3	

▼ **Social and Personal Responsibility : 2 Courses.**

Course	Cat#	Hrs	Grd
Intercultural <b>OR</b> _____	CMST 2610	3	

▼ **GER Elective: 1 Course. ★**

Course	Cat#	Hrs	Grd

▼ **Minor (required)**

Minor Name: \_\_\_\_\_

Course	Cat#	Hrs	Grd

▼ **Foreign Language (required)**

Course	Cat#	Hrs	Grd
	1550	4	
	2600	4	

▼ **Electives (credit)**

Course	Cat#	Hrs	Grd

**CMST MAJOR COURSES**

▼ **CMST Core Courses (required)**

Course	Cat#	Hrs	Grd
Theory	2600***	3	
Group	2653	3	
Interpersonal	2656	3	
Organizational	2657	3	
Research	3799*	3	
Senior Project	4899*	3**	

\* Prerequisites required for these courses  
\*\* May be repeated up to 6 s.h.

▼ **Media Track**

Take all of the classes listed below to fulfill track requirements.

Course	Cat#	Hrs	Grd
<i>Media campaigns</i>	3717*	3	
<i>Interviewing</i>	3756*	3	
<i>Media Rel. Writing</i>	3757*	3	
<i>CMC</i>	4850*	3	
<i>New Media</i>	4851*	3	
<i>Org. Cultures</i>	4859*	3	
<i>Media Analysis</i>	4898*	3	

\* Prerequisites required for these courses

**Graduation Requirements**

- Foreign Language
- 124 academic hours
- GER complete
- 48 hrs. 3700 & above
- 39 hours in Major (C or better)
- Minor