

Media Communications

CCV A.A. in Multimedia Communication to Lyndon B.A. in Media Communications

CCV/LSC Advising Plan for up to Four Semesters at CCV

1st semester 15 credits/5 classes	2nd semester 15 credits/5 classes	3rd semester 16 credits/5 classes	4th semester 15 credits/5 classes
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CCV	Lyndon	CCV	Lyndon	CCV	Lyndon	CCV	Lyndon
These courses...	transfer as...	These courses...	transfer as...	These courses...	transfer as...	These courses...	transfer as...
First year Seminar	elective	BUS 2230 (elective)	BUS 2230 (Marketing)	CIS 1510 (Intro to Flash Animation)	IDM 2010	CIS 1151	IDM 1015
CIS 1045 (Intro to Multimedia Applic.)	elective	Social Science Course, e.g., ANT 1030, PSY 1010, SOC 1010	GEU (Choice: SS)	BIO 1210 BIO 1140 BIO 2320 ENV 2050 GEY 1020	GEU (Science Choice)	MAT 2021	MAT 2021
ENG 1061	ENG 1052	ENG 2145 (Writing for Interactive Media)	elective	COM 2035 (Intro to Media Ethics & Law)	elective	ART 2226 (Gr. Design Project Management)	elective
COM 1020 (interpersonal & small group comm.)		ART 1310 (Digital Photography)	GEU (Choice: AR)	ENG 2050 m (Global Issues in Media)	GEU (Choice: HUM)	HUM 2010 (Seminar in Ed Inquiry)	elective
MAT 1030 MAT 1221 MAT1230/2021	Math Skills course	COM 1030 (Intercultural Comm)	GEU: 5 th choice	COM 1220 (Intro to Mass Comm)	TVS 1010 (Intro to Media Comm)	ENG 1070	ENG 1080

Faculty

David B. Beliles, Professor
Chandler R. Gilman, Associate Professor
David M. Johnston, Assistant Professor
Andrea Luna, Associate Professor
Richard H. Moye, Professor
Elaine Razzano, Professor
Dan Williams, Assistant Professor

Bachelor of Arts in English

Literature and Cultural Studies
Journalism and Writing

Bachelor of Arts in Media Communications

Bachelor of Arts in Philosophy

Culture and Society
Film Studies

Licensure in Secondary Education (see also Secondary Education)

Liberal Studies Concentrations (see also Liberal Studies)

Minors: English, Film Studies, Philosophy

Program Mission Statement

The Department of English, Philosophy, and Film Studies provides an ideal balance between the broad preparation of an interdisciplinary liberal arts education and the specific focus of specialized study in a chosen professional or academic field. At the core of the program for all majors is a thorough grounding creative and critical thinking, analytical reading, research, and writing; and the study of culture, providing the foundation for advanced study in the area of each student's particular interest.

Students may pursue interests in a variety of "specialties": journalism and professional writing, creative writing, literature, philosophy, film, and cultural studies. With three majors, several concentrations, and a variety of liberal studies concentrations and minors, the department provides flexible alternatives for majors to pursue their particular interests and to develop their skills and understanding.

The B.A. in English, Journalism and Writing concentration provides opportunities for students interested in the broad fields of print and electronic journalism, as well as creative and professional writing, while the major in Media Communications offers a more specialized focus in strategic communication in a variety of visual and textual media, both print and electronic. For students interested in the interpretation, analysis, and understanding of culture and cultural media, there are several flexible program opportunities in Literature or Cultural Studies in English or in Culture and Society or Film Studies in Philosophy.

The department also offers a licensure program for literature students interested in teaching English in grades 7-12. Minors and Liberal Studies programs in English and in Philosophy provide additional opportunities for students to create individual programs in philosophy, literature, writing, film or cultural studies.

In addition to the three majors, the licensure program, and the minor and liberal studies programs, one of the department's central roles is in designing and implementing the college's First-Year Writing Program.

Our effort is to prepare all of our students—majors and nonmajors—for the richness of a lifetime of reading, thinking, and writing, as well as to supply a firm and comprehensive foundation for each student as he or she pursues either graduate study or a chosen career.

Many of our graduates have pursued careers in such fields as teaching, journalism, advertising, public relations, editing and publishing, "web" writing and publishing, non-profit fund raising, non-profit organization management, technical writing, creative writing, law, government, business management, library work, sales, marketing, banking, international service, and social service. Others have pursued graduate study in literature, philosophy, writing, business, and law.

Bachelor of Arts in Media Communications

Program Goals

In addition to the common goals reached by the core studies in literature, writing, and cultural studies, the Media Communications program seeks:

- to develop and enhance communication skills, using multiple platforms to convey a client's message to the public
- to familiarize students with the world of multimedia production, including its technologies, practices, procedures, and legal and ethical considerations
- to prepare students for careers in the fields of public relations, corporate communications, and advertising by providing experience through internships and co-op placements

The Media Communications program prepares students to communicate effectively in any medium, or a combination of media. Although writing and storytelling skills are at the heart of the program, the philosophy of Media Communications is interdisciplinary. Students are exposed to business and marketing fundamentals, photography and videography, and Web applications. Internships and client-focused practicums give students real-world experience.

Common Program Goals

In providing students with the essential foundation of a liberal arts education in all its various programs, the Department of English, Philosophy and Film Studies seeks:

- to provide students with a vital and substantive understanding of the study and analysis of culture through literature, writing, philosophy, and a variety of cultural media
- to provide students with critical reading and research skills
- to train students in the kind of analytical, interpretive, and communicative skills that are valuable not only in graduate study, but in any area of management and communications, from personnel to public relations
- to develop and enhance students' writing skills
- as with any liberal arts discipline to teach students how to learn by developing their critical thinking skills

Program Assessment

The department's comprehensive assessment procedures are available on request and on the department's web page at: www.lyndonstate.edu/english/dept/assessment.htm .

Program Requirements

Required Courses:

	Credits
Introductory Courses (9 credits)	
TVS 1010 Intro Media Comm	3
IDM 1015 Intro Digital Media	3
ENG 1080 Expository Speaking	3
Foundation Courses(18 credits)	
ENG 2040 Intro News Writing	3
ENG 2155 Intro Multimedia Storytelling	3
BUS 2230 Principles of Marketing	3
BUS 2250 Business Ethics	3
IDM 2010 Motion Graphics	3
IDM 2050 Web Design	3
Specialized Courses(12 credits)	
ENG 3080 Strategic Media Communications	3
TVS 3050 Digital Image Acquisition	3
IDM 3050 Non-Linear Video Editing	3
ENG 3050 Publication Production	3
Advanced Courses(9 credits)	
ENG 4020 Law of the Media	3
BUS 4030 Marketing Research	3
ENG 4820 Media Communications Practicum	3
OR	3
ENG 4830 Media Communications Internship (3 credits may be counted toward the program)	
Minimum required credits for the program	48