Media Arts and Studies

Graduation Requirements

To earn either the Bachelor of Arts or the Bachelor of Science degree in the College of Communication and Information, each student must (1) complete 120 hours of course work (excluding courses lower than the 100 level, courses with an R designation, physical education service courses, and/or EXP 396 credits) with a grade-point average of at least 2.0 and (2) complete at least 42 hours in upper division courses (300 or above). No more than 60 hours may be taken within the college.

Other requirements include UK Core, Basic Skills, premajor requirements, field of concentration (24-27 hours of major work and 15-18 hours of cognate courses earned outside the college as defined by the units), and a minimum of six hours of free electives.

Admission to the degree program is selective. Students should refer to the UK Bulletin for details about admission requirements and application procedures.

Bachelor of Arts Degree Requirements

Students who pursue the B.A. within the College of Communication and Information must fulfill the following requirements.

UK Core: Students must complete all areas of the UK Core.

College B. A. Requirements

1. Language. Complete one of the following sequences:
   - **Option A:** Successful completion of the fourth college semester of one foreign language. (Note: This may be accomplished by scoring at this level on a placement test for previous work in the foreign language.)
   - **Option B:** Complete a set of two courses dealing with the nature and structure of language, language behavior, or comparative languages. This set shall be comprised of one course from Group I below, and one course from Group II.
     - (Courses counted as meeting this option may not be counted in the major or field of concentration.)
   - **Group I:** LIN 211.
   - **Group II:** ENG/LIN 209, ENG 210, ENG/LIN 212, ENG/LIN 310, LIN 317, LIN 318, ANT/LIN 325, LIN 331, ENG/LIN 512, ANT/LIN 515, ANT/LIN 516, LIN 517, ANT/LIN 519.

2. Statistics: STA 210

Major Requirements

Students must complete the departmental requirements for one of the four majors (communication, integrated strategic communication, journalism, and media arts and studies).

Subtotal: College B.A. hours ................................................................. 9-17

Bachelor of Science Degree Requirements

Students who pursue the B.S. within the College of Communication and Information must fulfill the following requirements:

UK Core: Students must complete all areas of the UK Core.

College B.S. Requirements

1. Mathematics, statistics and computer science: Complete nine credits in mathematics and/or computer sciences beyond the UK Core requirement. At least three hours must be in statistics.

2. Science Courses. Complete a minimum of 60 hours of science courses, with not more than 12 hours within the College of Communication and Information. These courses must be approved by an advisor in the College of Communication and Information and may be from the areas of mathematics, statistics, computer science, physical sciences, biological sciences, social and behavioral sciences, as well as from appropriate professional fields.

   **Subtotal: College B.S. hours .......................................................... 60**

UK Core Requirements

See the UK Core section of the 2014-2015 Undergraduate Bulletin for the complete UK Core requirements. The courses listed below are (a) recommended by the college, or (b) required courses that also fulfill UK Core areas. Students should work closely with their advisor to complete the UK Core requirements.

I. Intellectual Inquiry in Arts and Creativity
   - Choose one course from approved list .................................................. 3

II. Intellectual Inquiry in the Humanities
   - Choose one course from approved list .................................................. 3

III. Intellectual Inquiry in the Social Sciences
   - Choose one course from approved list .................................................. 3

IV. Intellectual Inquiry in the Natural, Physical, and Mathematical Sciences
   - Choose one course from approved list .................................................. 3

V. Composition and Communication I
   - CIS/WRD 110 Composition and Communication I ................................ 3

VI. Composition and Communication II
   - CIS/WRD 111 Composition and Communication II ............................... 3

VII. Quantitative Foundations
   - Choose one course from approved list .................................................. 3

VIII. Statistical Inferential Reasoning
   - STA 210 Making Sense of Uncertainty: An Introduction to Statistical Reasoning . 3

IX. Community, Culture and Citizenship in the USA
   - Choose one course from approved list .................................................. 3

X. Global Dynamics
   - Choose one course from approved list .................................................. 3

UK Core hours ...................................................................................... 30

Graduation Composition and Communication Requirement (GCCR)

- MAS 300 Mass Media Research Methods .............................................. 3
- JAT 399 Internship (Subtitle required) ................................................... 1-3

Graduation Composition and Communication Requirement hours (GCCR) ............................................................... 4-6

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Premajor Requirements

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MAS 101 Introduction to Media and Culture</td>
<td>3</td>
</tr>
<tr>
<td>MAS 201 Communication Technologies and Society</td>
<td>3</td>
</tr>
<tr>
<td>STA 210 Making Sense of Uncertainty: An Introduction to Statistical Reasoning</td>
<td>3</td>
</tr>
</tbody>
</table>

Subtotal: Premajor hours ...................................................................... 9

Major Requirements

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MAS 300 Media Research Methods</td>
<td>3</td>
</tr>
<tr>
<td>MAS 310 Media Policy and Regulation</td>
<td>3</td>
</tr>
<tr>
<td>JAT 399 Internship (Subtitle required)</td>
<td>3</td>
</tr>
</tbody>
</table>

plus 21 hours, with a minimum of six hours focusing on the social impact of telecommunications, from the following:

Social-Cultural Media Courses (minimum of six hours)

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MAS 319 World Media Systems</td>
<td>3</td>
</tr>
<tr>
<td>MAS 420 Electronic Media Criticism</td>
<td>3</td>
</tr>
<tr>
<td>MAS 453 Mass Communication and Social Issues</td>
<td>3</td>
</tr>
<tr>
<td>MAS 520 Social Effects of the Mass Media</td>
<td>3</td>
</tr>
<tr>
<td>MAS 525 Theory of Multimedia</td>
<td>3</td>
</tr>
<tr>
<td>MAS 530 Proseminar in Telecommunications</td>
<td>3</td>
</tr>
<tr>
<td>MAS 555 The Internet and Social Change</td>
<td>3</td>
</tr>
<tr>
<td>MAS 590 Special Topics in Social-Cultural Media Studies (Subtitle required)</td>
<td>3</td>
</tr>
<tr>
<td>JAT 395 Independent Study</td>
<td>1-3</td>
</tr>
</tbody>
</table>

Subtotal: Major hours ........................................................................ 42

TOTAL HOURS: ........................................................................................................ minimum of 120

Note: Of a student’s total course work for a bachelor’s degree, 72 of the 120 hours required for graduation must be in courses other than professional media-based communications.