COMMUNICATION AND MEDIA ARTS MAJOR (B.A.)

The communication and media landscape is changing very fast and the next generation of professionals in these fields needs to always be ahead of the curve. This program is ideal for you if you want to develop a critical approach to media and culture and learn how to analyze and create media for traditional, digital, and social media platforms. Through unique combinations of classes, the program will help you develop the aesthetic, critical, and technological skills that are essential for future market demands. The program resides in the School of Communication and Media (http://www.montclair.edu/school-of-communication-and-media).

120 credits of coursework is required for the baccalaureate degree with a minimum 2.0 overall GPA, and a minimum 2.0 major GPA.

Program Requirements

Students must complete General Education requirements (http://catalog.montclair.edu/undergraduate-graduate-degree-requirements/general-ed-ba-bs) and World Languages and Cultures Requirements (http://catalog.montclair.edu/undergraduate-graduate-degree-requirements/world-languages-cultures-requirement).

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMDA 110</td>
<td>Introduction to Communication and Media Arts</td>
<td>3</td>
</tr>
<tr>
<td>CMDA 210</td>
<td>Theorizing Communication and Media Arts</td>
<td>3</td>
</tr>
<tr>
<td>CMDA 220</td>
<td>Writing for the Media</td>
<td>3</td>
</tr>
<tr>
<td>CMDA 320</td>
<td>Transmedia Projects</td>
<td>3</td>
</tr>
<tr>
<td>CMDA 490</td>
<td>Colloquium Series</td>
<td>0</td>
</tr>
</tbody>
</table>

**Major Elective Clusters**

Select at least 12 credits of 300 level courses and 6 credits of 400 level courses.

**Creative/Conceptual**

Select at least 12 credits from the following:

- CMST 130: Public Relations Principles
- CMST 205: Race, Ethnicity and Media
- CMST 215: Media History and Form
- CMST 255: Special Topics in Communication and Media
- CMST 263: Health and Mass Media
- CMST 273: Democracy and Communication
- CMST 350: Special Studies in Communication and Media
- CMST 360: Emerging Technologies in Health Communication
- FILM 230: Introduction to Screenwriting
- FILM 250: Film Forum
- TVDM 101: History and Development of TV and Digital Media
- TVDM 201: Language of Television
- TVDM 260: History of Television Programming
- TVDM 293: TV and Digital Programming
- TVDM 349: Ethics of Mass Communication
- TVDM 391: International Broadcasting

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>TVDM 455</td>
<td>Special Studies in Television and Digital Media</td>
<td>12</td>
</tr>
</tbody>
</table>

**Critical/Analytical**

Select at least 12 credits from the following:

- CMST 200: Going Viral
- CMST 225: New Media and Participatory Culture
- CMST 235: Youth Culture and The Popular
- CMST 245: Communication, Media and Gender
- CMST 280: Investigative Research Methods
- CMST 325: Media Criticism
- CMST 335: Globalization, Communication and Media
- CMST 345: Critical Television Studies
- CMST 377: Mediated Organizations
- CMST 412: Rhetorical Criticism
- CMST 415: Production Culture
- CMST 425: Seminar in Mediated Communication
- CMST 445: Seminar in Media Ecology
- FILM 255: Film Story Analysis
- FILM 280: Film Art: Historical and Contemporary
- FILM 282: The Avant-Garde Cinema
- TVDM 247: Sports Media and Society
- TVDM 315: Political Broadcasting
- TVDM 361: Media Management

**Applied/Production**

Select at least 12 credits from the following:

- CMDA 360: Communication and Media Coop Ed
- CMST 233: Public Relations Writing
- CMST 337: Specialized Writing in Public Relations
- CMST 339: Public Relations Techniques in a Digital Age
- CMST 342: Argumentation and Debate
- CMST 355: Visual Communication
- CMST 365: Health Communication and the Arts
- CMST 373: Collaborative Problem Solving
- CMST 405: Persuasion and Transmedia Campaigns
- CMST 410: Career Management
- CMST 435: Communication and Media Arts Activity
- FILM 200: Film Making I
- FILM 201: Digital Filmmaking I
- FILM 221: Digital Filmmaking II
- FILM 222: Production Design I
- FILM 261: Theatre - Film Collaborations I
- FILM 300: Documentary Workshop
- FILM 364: Production Management
- JOUR 280: Writing/Reporting For TV and Radio
- TVDM 205: Fundamentals of TV and Digital Media
- TVDM 221: Developing the Documentary
- TVDM 277: Audio Production for Film/Digital Media
- TVDM 341: Cross Platform Sports Writing and Reporting
- TVDM 441: Multimedia News Production
- TVDM 451: Television Production Company

**Total Credits** 48
Complete the course a minimum of 8 times. There is no credit associated with this course.