



Why a COMM Major?

Media have reached just about every aspect of our social life, from the news we watch, the stories we read, the ads we encounter, the social media we use, and the entertainment media we enjoy. The program teaches students not only how to make sense of the mediated world, but also to “read” media critically through a firm grounding in the history and theory of communication, and to produce media content creatively and responsibly. The curriculum turns students into skilled scholars, analysts, and leaders in their careers and personal associations. Students develop intercultural competence and prudence for the workplace. The program also explores the understanding of organizational politics and the practice and applied communication skills in intercultural settings. Students are prepared to enter graduate school or the contemporary workplace with interactive precision in various settings.

Career Options

A major in Communication, Media and Culture provides a rigorous degree that prepares students for graduate professional programs in business and public administration, public relations, journalism, as well as for academic graduate programs in fields such as communication studies, media studies, American studies, and other interdisciplinary programs. As a terminal degree, the major prepares highly desirable and competent professional consultants, business and government communications specialists, freelance or writers for journals, magazines, or other media outlets.

Questions/Contact Us:

Dean of Faculty of Arts & Letters:

Yifen Beus

Office: MCK 185H

Email: yifen.beus@byuh.edu

Website: <https://visualarts.byuh.edu/node/27>



Communication, Media & Culture

Film Studies



COMM MINOR REQUIREMENTS

Required: Take All Three (9 credits)

- COMM 110 Intercultural Communication
- COMM 200 Mass Comm. and Society
- COMM 251 Intro. to Cultural Theory

Electives: Choose Two (6 credits)

- COMM 280 Gender, Race and Culture
- COMM 301 The Internet and Society
- COMM 305 Comm & Pop Culture
- COMM 326 Issues in Global Communication
- COMM 353 Organizational Communication
- COMM 360 Communication Theory and Method
- COMM 410 Political Communication
- COMM 420 Media and Culture
- COMM 430 Media Law and Ethics



COMM MAJOR REQUIREMENTS

Required: Take All Five (15 credits)

- COMM 110 Intercultural Communication
- COMM 200 Mass Comm. and Society
- COMM 251 Intro. to Cultural Theory
- COMM 360 Comm. Theory and Method
- COMM 490 Senior Seminar

Major Elective: Choose Six (18 credits)

- COMM 211 Media Writing
- COMM 280 Gender, Race and Culture
- COMM 301 The Internet and Society
- COMM 305 Comm. & Popular Culture
- COMM 326 Issues in Global Communication
- COMM 353 Organizational Communication
- COMM 399R Internship in Communication
- COMM 410 Political Communication
- COMM 420 Media and Culture
- COMM 430 Media Law and Ethics

Other Electives: Choose Two (6 credits)

- ANTH 105, 391, 445, 460
- COMM 323 Multimedia Production
- FILM 102, 3XX
- HIST 423
- HUM 151, 251, HUM 3XX

*** No grades lower than C- will be accepted. A student must leave the major after failing to obtain at least a C- grade for the same major course two times, and no major courses may be repeated more than once.**

*** “XXX” refers to course numbers. e.g.. HUM 3XX refers to any HUM 300 classes.**

FILM MINOR DISCIPLINE & REQUIREMENTS

What is Film Studies minor?

The Film Minor provides basic training in film as a media art form. It introduces the study of film's formal elements, history and practice. The Film Minor also provides foundational knowledge of film studies theory as well as practical training in video production. Career options include media production, advertising/marketing/campaigning, public relations, instructional material development, visual communications, and the film industry.

Learning Outcomes & Essential Skills:

- Acquire fundamental knowledge in film as an academic discipline.
- Apply close and critical reading skills in analyzing film texts.
- Obtain basic to intermediate level of skills in video production.

Required (3 credits):

- FILM 102 Introduction to Film

Electives: Choose Four (12 credits):

- FILM 218 Basic Video Production
- FILM 318 Intermediate Video Production
- FILM 300 World Cinema
- FILM/HUM 365R Special Studies in World Cinema
- HUM/ART 442 Philosophy of Art