

# BACHELOR OF ARTS IN TELECOMMUNICATION STUDIES, MEDIA ARTS TRACK

## Overview

The media arts track prepares students to produce and deliver content that passes through some medium such as television, radio, or the Internet. For example, on this track, students may study how content created for the Internet and social media (e.g., YouTube) impacts traditional forms of broadcast media such as radio and television. Students learn about early stages of the field as well as contemporary combinations of telecasting through various media outlets. A major in the telecommunication studies-media arts track curriculum provides students with an in-depth knowledge and intellectual challenge in electronic communication. Students receive practical orientation to the skills and techniques of broadcasting. Further, students explore contemporary theories and problems central to mass media, as well as examine new communication media.

From a liberal arts perspective, the telecommunication studies-media arts track curriculum is designed to aid the student in pursuit of careers not only in broadcasting but also in recently expanding avenues of communication such as non-commercial broadcasting, corporate communication, industrial communication, cablecasting, and independent production. Internships are available are regionally based, national and international media organizations.

## Possible Careers

- Audio producer, director, editor
- Camera operator
- Content producer
- Digital media producer, director, editor
- On-air host
- Media sales
- Media management
- Multimedia producer
- Radio DJ
- Social media manager
- Video blogger (vlogger)
- Video producer, director, editor

## Complementary Minors

- Advertising and Public Relations
- Business
- Computer Databases
- Computer Networking
- Computer Science
- Creative Writing
- Digital Media
- Electronic Commerce Tech
- Entrepreneurship
- Graphic Design
- Interactive Design
- Journalism
- Magazine and Specialty Reporting
- Management
- Marketing
- Multimedia and Web Design

- Multimedia Reporting
- Photography
- Professional Writing and Editing
- Social Media Campaigns
- Web Communications

## Admission Policy

Students who declare an intent to major in telecommunication studies, whether on the media arts track or sports broadcasting track, will be assigned to the "Pre-Telecommunication" (Pre-TCOM) category. Upon completion of 15 semester hours while in the Pre-TCOM category, and completion of ENGL 1550, TCOM 1570 OR 1580, and TCOM 1581 (with grades of "A" or "B" in all three), students will be reassigned to the "Telecommunication Studies" (TCOM) category and track of choice (media arts OR sports broadcasting).

Students may transfer to the Pre-TCOM, but not TCOM, category from another program at YSU or from another institution. Students who have completed associate- or bachelor-level degrees also may enter the Pre-TCOM, but not TCOM, category. Upon completion of 15 semester hours while in the Pre-TCOM category, and completion of ENGL 1550, TCOM 1570 OR 1580, and TCOM 1581 (with grades of "A" or "B" in all three), students will be reassigned to the TCOM category.

Students who have interrupted their attendance at YSU for three consecutive semesters or more will be assigned to the Pre-TCOM category upon return (even if the student was a TCOM major). After completion of 15 semester hours while in the Pre-TCOM category, and completion of ENGL 1550, TCOM 1570 OR 1580, and TCOM 1581 (with grades of "A" or "B" in all three), students will be reassigned to the TCOM category.

| COURSE   | TITLE  | S.H. |
|--|--|------|
| <b>General Education Requirements</b>  |  |      |
| Core Competencies  |  | 12   |
| ENGL 1550  | Writing 1                                    |      |
| ENGL 1551  | Writing 2                                    |      |
| CMST 1545  | Communication Foundations                    |      |
| Mathematics Requirement (e.g., MATH 2623, STAT 2625)                         |  |      |
| Arts and Humanities  |  | 6    |
| Natural Sciences   |  | 7    |
| Social Science   |  | 6    |
| Social and Personal Awareness  |  | 6    |
| General Education Elective or First-Year Experience Course (e.g., CCAC 1500) |  | 3    |
| Foreign Language 1550  |  | 4    |
| Foreign Language 2600  |  | 4    |
| <b>Major Requirements</b>  |  |      |
| TCOM 1500  | Orientation to Telecommunication Studies     | 1    |
| TCOM 1580  | Introduction to Telecommunication Studies    | 3    |
| TCOM 1581  | Telecommunication Technologies               | 2    |
| TCOM 2682  | Scriptwriting for Electronic Media           | 3    |
| TCOM 2683  | Media Operations and Performance             | 3    |
| TCOM 3780  | Principles and Practices of Media Announcing | 3    |
| TCOM 3781  | Audio Production                             | 3    |
|  | or TCOM 3782 Video Production 1              |      |
| TCOM 3783  | Telecommunications Regulation                | 3    |
| TCOM 4887  | Theories and Criticisms of Telecommunication | 3    |
| TCOM 4897  | Seminar in Telecommunication                 | 3    |
| TCOM 4899  | Capstone                                     | 2    |
| <b>TCOM Electives</b>  |  | 11   |
| Select a minimum of 11 s.h. of TCOM electives.                               |  |      |
| <b>Minor Requirements (some minors require more than 18 credits)</b>         |  | 18   |

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| <b>Electives (students must complete 48 hours of upper division courses; 37xx and above)</b> | 14  |
| <b>Total Semester Hours</b>  | 120 |
| <b>Year 1</b>  |     |
| <b>Fall</b>  |     |
| ENGL 1550 Writing 1  | 3   |
| MATH XXXX Approved General Education   | 3   |
| TCOM 1500 Orientation to Telecommunication Studies   | 1   |
| TCOM 1580 Introduction to Telecommunication Studies  | 3   |
| TCOM 1581 Telecommunication Technologies   | 2   |
| NS XXXX Natural Science GER + lab  | 4   |
| <b>Semester Hours</b>  | 16  |
| <b>Spring</b>  |     |
| ENGL 1551 Writing 2  | 3   |
| CMST 1545 Communication Foundations  | 3   |
| TCOM 2682 Scriptwriting for Electronic Media   | 3   |
| TCOM 2683 Media Operations and Performance   | 3   |
| AH XXXX GER Arts & Humanities  | 3   |
| <b>Semester Hours</b>  | 15  |
| <b>Year 2</b>  |     |
| <b>Fall</b>  |     |
| TCOM 3780 Principles and Practices of Media Announcing                                       | 3   |
| Minor course   | 3   |
| NS XXXX GER Natural Science  | 3   |
| SPA XXXX GER Social & Personal Awareness   | 3   |
| FNLG 1550 Elementary Foreign Language  | 4   |
| <b>Semester Hours</b>  | 16  |
| <b>Spring</b>  |     |
| TCOM 3781 Audio Production<br>or TCOM 3782 or Video Production 1                             | 3   |
| Minor course   | 3   |
| AH XXXX GER Arts & Humanities  | 3   |
| SS XXXX GER Social Sciences  | 3   |
| FNLG 2600 Intermediate Foreign Language  | 4   |
| <b>Semester Hours</b>  | 16  |
| <b>Year 3</b>  |     |
| <b>Fall</b>  |     |
| TCOM XXXX Upper-division Elective  | 3   |
| Minor course   | 3   |
| SPA XXXX GER Social & Personal Awareness   | 3   |
| SS XXXX GER Social Sciences  | 3   |
| <b>Semester Hours</b>  | 12  |
| <b>Spring</b>  |     |
| TCOM 4887 Theories and Criticisms of Telecommunication                                       | 3   |
| Upper-division TCOM XXXX Elective  | 3   |
| Upper-division TCOM XXXX Elective  | 1   |
| Minor course   | 3   |
| GER XXXX General Education Elective  | 3   |
| Upper-division General Elective  | 3   |
| <b>Semester Hours</b>  | 16  |
| <b>Year 4</b>  |     |
| <b>Fall</b>  |     |
| TCOM 3783 Telecommunications Regulation  | 3   |
| TCOM 4897 Seminar in Telecommunication   | 3   |
| Upper-division Minor course  | 3   |
| Upper-division General Elective  | 3   |

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| Upper-division General Elective        | 3   |
| <b>Semester Hours</b>                  | 15  |
| <b>Spring</b>                          |     |
| TCOM 4899 Capstone                     | 2   |
| TCOM 4897 Seminar in Telecommunication | 3   |
| Upper-division Minor course            | 3   |
| Upper-division General Elective        | 3   |
| Upper-division General Elective        | 3   |
| <b>Semester Hours</b>                  | 14  |
| <b>Total Semester Hours</b>            | 120 |

**LEARNING OUTCOMES**

The student learning outcomes for the B.A. degree program in telecommunication studies are as follows:

- The student will construct arguments using basic reasoning skills and avoiding fallacies;
- The student will compose messages using multi-media technology;
- The student will design written, oral, and visual messages to communicate ideas to a specific audience;
- The student will appraise the values, attitudes, and goals of a potential audience using demographic and psychographic variables;
- The student will describe the prevailing theories of electronic media and appraise the relative value of each.