

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.
FIRST YEAR REQUIREMENT -STUDENT SUCCESS		
YSU 1500	Success Seminar	1-2
or SS 1500	Strong Start Success Seminar	
or HONR 1500	Intro to Honors	
General Education Requirements		
ENGL 1550	Writing 1	3-4
or ENGL 1549	Writing 1 with Support	
ENGL 1551	Writing 2	3
CMST 1545	Communication Foundations	3
Mathematics Requirement (e.g., MATH 2623, STAT 2625)		3
Arts and Humanities (6 s.h.)		6
Natural Sciences (2 courses, 1 with lab) (6-7 s.h.)		7
Social Science (6 s.h.)		6
Social and Personal Awareness (6 s.h.)		6
Foreign Language Requirement		
Foreign Language 1550		4
Foreign Language 2600		4
Major Requirements		
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

TCOM Electives	11
Select a minimum of 11 s.h. of TCOM electives.	
Minor Requirements (some minors require more than 18 credits)	18
Electives (students must complete 39 hours of upper division courses; 37xx and above)	16
Total Semester Hours	120-122

Year 1

Fall	S.H.
YSU 1500 Success Seminar or SS 1500 or Strong Start Success Seminar or HONR 1500 or Intro to Honors	1-2
ENGL 1550 Writing 1 or ENGL 1549 or Writing 1 with Support	3-4
MATH 2623 Quantitative Reasoning	3
TCOM 1500 Orientation to Telecommunication Studies	1
TCOM 1580 Introduction to Telecommunication Studies	3
TCOM 1581 Telecommunication Technologies	2
Semester Hours	13-15

Spring

ENGL 1551 Writing 2	3
CMST 1545 Communication Foundations	3
TCOM 2682 Scriptwriting for Electronic Media	3
TCOM 2683 Media Operations and Performance	3
GE Social & Personal Awareness	3
Semester Hours	15

Year 2

Fall	S.H.
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
Semester Hours	16

Spring

TCOM 3781 Audio Production 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
Semester Hours	16

Year 3

Fall	S.H.
General Elective	4
TCOM XXXX Upper-division Elective	3
Minor course	3
Upper Division General Elective	3
GE Arts & Humanities	3
Semester Hours	16

Spring

TCOM 4887 Theories and Criticisms of Telecommunication	3
Upper-division TCOM XXXX Elective	3
Upper Division Minor course	3
GE Social Science	3
Upper-division General Elective	3
Semester Hours	15

Year 4

Fall	S.H.
TCOM 3783 Telecommunications Regulation	3
TCOM 4897 Seminar in Telecommunication	3
Upper-division Minor course	3
GE Lab Science	4
Upper-division TCOM Elective	2
Semester Hours	15
Spring	S.H.
TCOM 4899 Capstone	2
TCOM Elective	3
Upper-division Minor course	3
General Elective	3
General Elective	3
Semester Hours	14
Total Semester Hours	120-122

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.