

COMMUNICATIONS AND MEDIA ARTS MINOR

Contact

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Mission

The Minor in Communications and Media Arts (CMA) features an exceptional and supportive faculty, offering relevant curricula that provides practical, real-world media-production skills and prepares students for career success in the ever-changing field of communications and its associated areas of media creation and distribution. The CMA minor program is designed to do the following:

- Train students in essential and fundamental communications' theory and practice
- Provide expert training in visual storytelling and the physical production of visual media
- Prepare students for ethically and socially responsible roles in the communications and media arts professions.
- Develop media literacy and the ability to recognize, analyze, and solve academic, creative, and social challenges.
- Guide students to achieve their personal, academic, and career goals.
- Mentor students for entry-level positions in the private and public sectors and/or to prepare students for coursework at the graduate level.

Program Description

The Minor in Communications and Media Arts examines questions about social and professional communication practices, with critical attention placed on visual storytelling, presentation skills, and the integration of the newest media and computer-related technologies. Students will explore communications and media theory while learning how to communicate effectively using a full range of media channels including traditional, social, and new media technology.

Upon completion of the minor, students will be able to:

- Demonstrate an understanding of the history and evolution of communication and the role society, media, and institutions play in shaping and influencing our ability to see and process communication messages.
- Articulate the theories and apply best practices for the use and presentation of images, visual stories, and digital information across diverse media landscapes, including general audience audio and video platforms.

- Effectively use media tools and technologies and apply them for use in their own communication and media messages.

Transfer Credit

See Undergraduate Admissions (<https://catalog.une.edu/undergraduate/admissions/>) for more information.

Admissions

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Financial Information

Tuition and fees for subsequent years may vary. Other expenses include books and housing. For more tuition and fee information, please consult this catalog's Financial Information (<https://catalog.une.edu/undergraduate/financial-information-undergraduate-programs/>) section.

Curricular Requirements

Code	Title	Hours
Program Required Courses		
CMM 110	Intro to Communications	3
CMM 210	Understanding Mass Media	3
	or CMM 130 Media Literacy	
	Six credits of Communication Theory Electives	6
	Six credits of Communication Practice Electives	6
Total Hours		18

Program-Specific Elective Options

Code	Title	Hours
Communication Theory Electives		
CMM 130	Media Literacy	3
CMM 135	Evolution of Television	3
CMM 240	(Social Media: Theory & Practice)	3
CMM 290	Introduction to Broadcast Media Writing	3
CMM 305	Public Relations in the Digital Age Public Relations in the Digital Age	3
CMM 320	Intercultural Communication	3
	or CMM 416	
CMM 411	(Communication Law & Regulation)	3
WRT 233	Professional and Technical Communication	3
Communication Practice Electives		
ART 230	Graphic Design	3
BUMK 200	Marketing	3
BUMK 310	Advertising	3
CMM 115	Media Production Fundamentals	3
CMM 120	Visual Storytelling and the Natural World	3
CMM 122	(Oral Communication)	3
	or SPC 100 Effective Public Speaking	
CMM 201	(Digital Media & Software Tools)	3
CMM 211	Introduction to Journalism	3
CMM 216	Sports Field Production	3
CMM 225	Topics in Digital Storytelling	3
CMM 300	Documentary Video	3
CMM 311	Digital Video Production	3

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CMM 315	Narrative Production III	3
CMM 405	DV Studio II (DV Production II)	3
CMM 410	Writing for the Screen	3
or WRT 214	Creative Writing: Screenwriting	
CMM 420	(Senior Project)	3
CMM 430	Internship in Communication	3
LIL 420	Arts & Humanities Capstone	3
WRT 304	(Read & Write in Digital Env.)	3
WRT 317	Proposal and Grant Writing	3

Please note: While some courses can fulfill both core and program requirements, the credits earned do not count twice towards the minimum total required credits for the degree.