

Bachelor of Arts in Communication Studies: Production Track

(Lew Klein College of Media and Communication)

Ron Carr, M.F.A.
Major Coordinator
carr@tuj.temple.edu

This track provides an overview of divergent technologies used in the production of media, including traditional and multi-media platforms. Students wishing to expand their knowledge of communications to include skill-based knowledge vital in a variety of professional fields, including filmmaking, television, and radio are welcome.

Students are expected to gain an understanding of both fiction and non-fiction narratives, and how technological components such as photography, editing, and audio contribute to the realization of *the project*. As writing is a crucial component of project work, students will complete scripts, essays, and articles, including extensive revision. Attainment of professional production broadcast standards is expected.

Summary of Requirements

The degree of Bachelor of Arts may be conferred upon a student majoring in Communication Studies by the recommendation of the faculty and upon satisfactory completion of a minimum of 124 semester hours (s.h.) of credit with a cumulative grade point average of 2.0 overall and in the major. Students must meet:

- University requirements
 - All students are required to complete the General Education (GenEd) curriculum.
 - All students must take a minimum of two writing-intensive courses in the major at Temple University.
- Lew Klein College of Media and Communication requirements.
- Minimum of 42 s.h. in Communication Studies.
- Each course that fulfills a requirement for the major must be passed with a C- or better.
- Maximum of 27 s.h. in any one Klein department may be counted toward the degree.
- A maximum of 4 s.h. of Internship credit may be counted toward the degree.
- A maximum of 8 s.h. combined of Independent Study and/or Special Projects may be counted toward the degree.
- No more than 8 s.h. in Kinesiology and Dance activities courses.
- Students may participate in study away programs.
- Transfer students are required to complete a minimum of 24 s.h. of major courses at Temple.
- Communication Studies majors may minor in established Klein minors. The Communication Studies student who declares a minor must complete the entire program requirements for both the major and the minor. Courses listed for both the Communication Studies major and Klein minor will only apply towards one of the curriculums. If the class is part of an array of courses, students will be required to take a different course to satisfy the major requirement.

Communication Studies: Production Track Requirements

- All Communication Studies majors must take the following two foundation courses:

| Code | Title | Credit Hours |
|--------------------|-------------------------------|--------------|
| CMST 1111 | Communication and Public Life | 3 |
| MSP 1021 | Media and Society | 3 |
| Total Credit Hours | | 6 |

- All majors will take five additional core courses. Students will select one course each from the categories below (15 credits). Students should plan to meet the prerequisites for courses in their selected track by taking appropriate core courses.

| Code | Title | Credit Hours |
|------------------------------|-------------------------------------|--------------|
| Core Courses | | |
| CMST 2111 | Communications Seminar ¹ | 3 |
| Communication Theory | | |
| Select one of the following: | | 3 |

| | | |
|--|------------------------------------|----|
| JRN 1111 | Journalism and Society | |
| ADV 1101 | Introduction to Media and Society | |
| Research Methods | | |
| JRN 2101 | Journalism Research ¹ | 3 |
| Analysis | | |
| Select one of the following: | | 3 |
| MSP 2421 | Media Popular Culture ¹ | |
| CSI 1111 | Introduction to Public Speaking | |
| Cross-Cultural Perspectives (specific to TUJ) | | |
| JRN 3706 | Journalism and Globalization | 3 |
| Total Credit Hours | | 15 |

¹ Course has prerequisites.

3. In consultation with a faculty advisor, a student must take seven courses (minimum 21 credits) from the list below.

- Students must have met the prerequisites for courses in their track by taking the appropriate core courses (see above).
- All students must take a minimum of two writing-intensive courses in the major. The writing-intensive course options for this track are MSP 4496, MSP 4796 and JRN 2396.

| Code | Title | Credit Hours |
|---|-----------------------------------|--------------|
| MSP 1701 | Introduction to Media Technology | 3 |
| Choose either the TV Production or Audio/Radio focus: | | 12 |
| TV Production Focus | | |
| MSP 2701 | Introduction to Media Production | |
| MSP 3701 | Genres of Media Production | |
| Select one of the following: | | |
| MSP 2751 | Audio for Media | |
| MSP 3709 | Advanced Editing | |
| MSP 3721 | Media Performance | |
| MSP 4701 | Producing and Directing | |
| Audio/Radio Focus | | |
| MSP 2751 | Audio for Media | |
| MSP 3751 | Studio Music Recording Techniques | |
| Select one of the following: | | |
| MSP 2701 | Introduction to Media Production | |
| MSP 3721 | Media Performance | |
| Writing-Intensive Courses | | |
| Select two of the following: | | 6 |
| MSP 4496 | Global Media | |
| MSP 4796 | Creative Scriptwriting | |
| JRN 2396 | Magazine Article Writing | |
| Total Credit Hours | | 21 |

Suggested Academic Plan

Please note that this is a suggested academic plan. Depending on your situation, your academic plan may look different.

Bachelor of Arts in Communication Studies: Production Track Requirements for New Students starting in the 2020-2021 Academic Year

| Year 1 | | Credit Hours |
|---|-------------------------------|--------------|
| Fall | | |
| CMST 1111 | Communication and Public Life | 3 |
| Select one of the following (Communication Theory): | | 3 |

| | | |
|---|--|-----|
| JRN 1111 | Journalism and Society | |
| ADV 1101 | Introduction to Media and Society | |
| ENG 0802, 0812, or 0902 | Analytical Reading and Writing [GW] | 4 |
| GenEd Quantitative Literacy Course [GQ] | | 4 |
| Term Credit Hours | | 14 |
| Spring | | |
| MSP 1021 | Media and Society | 3 |
| GenEd Breadth Course | | 3 |
| GenEd Breadth Course | | 3 |
| GenEd Breadth Course | | 3 |
| Elective | | 4 |
| Term Credit Hours | | 16 |
| Year 2 | | |
| Fall | | |
| CMST 2111 | Communications Seminar | 3 |
| Select one of the following (Analysis): | | 3 |
| MSP 2421 | Media Popular Culture | |
| CSI 1111 | Introduction to Public Speaking | |
| IH 0851 or 0951 | Intellectual Heritage I: The Good Life [GY] | 3 |
| GenEd Breadth Course | | 3-4 |
| GenEd Breadth Course | | 3 |
| Term Credit Hours | | 15 |
| Spring | | |
| JRN 2101 | Journalism Research (Research Methods) | 3 |
| JRN 3706 | Journalism and Globalization (Cross-Cultural Perspectives) | 3 |
| IH 0852 or 0952 | Intellectual Heritage II: The Common Good [GZ] | 3 |
| MSP 1701 | Introduction to Media Technology | 3 |
| GenEd Breadth Course | | 3 |
| Term Credit Hours | | 15 |
| Year 3 | | |
| Fall | | |
| GenEd Breadth Course | | 3 |
| Select one of the following based on either the TV Production or Audio/Radio focus: | | 4 |
| MSP 2701 | Introduction to Media Production (for TV Production focus) | |
| MSP 2751 | Audio for Media (for Audio/Radio focus) | |
| Electives | | 9 |
| Term Credit Hours | | 16 |
| Spring | | |
| Select one of the following based on the focus chosen in previous semester: | | 4 |
| MSP 3701 | Genres of Media Production (for TV Production focus) | |
| MSP 3751 | Studio Music Recording Techniques (for Audio/Radio focus) | |
| Select one of the following based on the focus chosen in previous semester: | | 4 |
| For TV Production focus, select one of the following courses: | | |
| MSP 2751 | Audio for Media | |
| MSP 3709 | Advanced Editing | |
| MSP 3721 | Media Performance | |
| MSP 4701 | Producing and Directing | |
| For Audio/Radio focus, select one of the following courses: | | |
| MSP 2701 | Introduction to Media Production | |
| MSP 3721 | Media Performance | |
| Electives | | 9 |
| Term Credit Hours | | 17 |

Year 4**Fall**

| | | |
|------------------------------|-------------------------------|----|
| Select one of the following: | | 3 |
| MSP 4496 | Global Media [WI] | |
| MSP 4796 | Creative Scriptwriting [WI] | |
| JRN 2396 | Magazine Article Writing [WI] | |
| Electives | | 13 |
| | Term Credit Hours | 16 |

Spring

| | | |
|---|-------------------------------|-----|
| Select one of the following not previously taken: | | 3 |
| MSP 4496 | Global Media [WI] | |
| MSP 4796 | Creative Scriptwriting [WI] | |
| JRN 2396 | Magazine Article Writing [WI] | |
| Electives | | 12 |
| | Term Credit Hours | 15 |
| | Total Credit Hours: | 124 |