



## Media Arts and Studies Major

Students gain knowledge and skills in conducting scholarly research for the creation, production, dissemination, and use of digital media content. Courses and internships prepare students for careers with interests in:

**Video and Audio Production:** including producing, directing, writing, and technical supervision across all digital media platforms.

**Multimedia Design and Development:** including web applications, audio, graphics, video, text, and animation.

**Media Management:** including network management in various types of telecommunications and digital media companies, media distribution, sales and marketing, and audience and content research.

**Media Studies:** including advanced study in media education and scholarship, public advocacy of media-related issues, and communications law and policy.

**Video Games:** including interactive game production, history of video games and the industry, and video game design.

*we speak Blue.*

## **Degree Requirements**

120 Credit Hours (excludes: KHP service courses, EXP courses, and remedial courses)

Complete all UK Core, Graduation Composition and Communication, BA or BS requirements, and one statistics course  
42 hours at the 300 level or above

2.00 cumulative GPA and 2.00 major GPA required to graduate

Students must complete an approved UK minor outside of the College of Communication and Information

## **Pre-Major Requirements—9 Hours**

MAS 101—Introduction to Media and Culture

MAS 201—Communication Technologies and Society

One Statistics Course

## **Major Requirements**

MAS 300—Media Studies Research Methods

MAS 310—Media Policy and Regulation

MAS 335—Introduction to Media Industries

JAT 399—Internship

## **24 Hours of Major Electives as Follows:**

### **Social-Cultural Media Courses (Minimum 6 Hours)**

MAS 319—World Media Systems

MAS 323—Media Psychology

MAS 420—Electronic Media Criticism

MAS 505—Media and Popular Culture

MAS 520—Social Effects of the Mass Media

MAS 525—Theory of Multimedia

MAS 530—Proseminar in Telecommunications

MAS 540—Social Media Theory and Practice

MAS 555—The Internet and Social Change

MAS 560—Video Game Studies

MAS 590—Special Topics in Social-Cultural Media Studies (Subtitle required)

JAT 395—Independent Study

### **Media Industry Courses (Minimum 3 Hours)**

MAS 355—Communication and Information Systems in Organizations

MAS 425—Social Entrepreneurship for Media

MAS 435—History of Video Games and the Industry

MAS 455—Music Industry Management

MAS 482—Electronic Media Sales Management

MAS 490—Special Topics in Media Industry Studies (Subtitle required)

MAS 535—Telecommunications Network Management

### **Media Production Courses (Minimum 3 Hours)**

MAS 312—Video Production I

MAS 322—Multimedia I

MAS 390—Special Topics in Media Production (Subtitle required)

MAS 403—TV Newscast Producing and Directing

MAS 412—Video Production II

MAS 422—Multimedia II

MAS 432—Audio Production

