MEDIA COMMUNICATION (BA)

Description

The B.A. in media and communication prepares students for a changing and increasingly global media and communication landscape including careers and/or graduate study in media research, criticism, policy, and management. As the media industry continues to evolve and new communication technologies continue to both disrupt society and enable better lives, students who can comprehend and apply multiple perspectives regarding the impact and implications of various media types will be able to anticipate and plan for future challenges.

Minimum Total Credit Hours: 120

Degree Requirements

The academic regulations for this degree program, as entered in the University of Mississippi Catalog, are in effect for the current or selected academic year and semester. The University of Mississippi reserves the right to

1. change or withdraw courses;
2. change rules for registration, instruction, and graduation; and
3. change other regulations affecting the student body at any time.

General Education

Code	Title	Hours
Select six hours of the following courses:		6
WRIT 1000	Introduction to College Writing	
WRIT 1010	First-Year Writing I	
WRIT 1020	First-Year Writing II	
HONR 1010	Freshman Honors I	
HONR 1020	Freshman Honors II	
Select three hours of the following Math courses:		3
Any MATH course from the Department of Mathematics, except MATH 2451 and 2452.		
Two required science courses must include labs and be selected from the following subject areas:		6
Astronomy (ASTR)		
Physics (PHYS)		
Physical Science (PHYS)		
Biology (BISC)		
Chemistry (CHEM - CHEM 101 does not count toward this requirement)		
Geology (GEOL)		
Integrated Science (LIBA 1500 and LIBA 1510)		
Select six hours in one of the following Social Sciences:		6
Anthropology		
Economics		
Psychology		
Political Science		
Sociology		
LIBA 2030	Interdisciplinary Social Sciences	
LIBA 3130	Advanced Interdisc Social Science	
Select three hours of Fine Arts courses: [2]		3
Art History (any course)		
MUSC 1010	Introduction to Music Literature	
MUSC 1020	Fundamentals of Music Theory	
MUSC 1030	Introduction to Music	
MUSC 1040	Introduction to World Music Cultures	
MUSC 1050	Music Theory and Analysis I	
DANC 2000	Dance Appreciation	
THEA 2010	Appreciation of the Theatre	
THEA 2020	Introduction to Cinema	
LIBA 1300	Introduction to the Fine Arts	
LIBA 2040	Interdisciplinary Arts	
LIBA 3140	Advanced Interdisciplinary Arts	
Select three hours of the following Cultural Proficiency courses. This course must be in addition to any course used to fulfill the humanities requirement.		3
African American Studies - any course		
Religion - any course		
Gender Studies - any course		
Southern Studies - any course		
ANTH 1010	Introduction to Anthropology	
ANTH 3030	Cultural Anthropology	
SOCY 3130	Social Movements	
SOCY 3250	Sociology of Gender	
SOCY 4130	Race and Ethnicity	
SJNM 3450	Digital Media Diversity	
SJNM 5130	The Press and the Changing South	
3 hours from an approved study abroad experience		
Complete six hours of Foreign Language courses.		6
Select three hours of the following Oral Communication courses:		3
SPCH 1020	Fundamentals of Public Speaking	
SPCH 1050	Business and Professional Speech	
SPCH 1071	Forensics I	
SPCH 1072	Forensics II	
SPCH 2072	Forensics IV	
SPCH 3140	Intercollegiate Debating	
PPLD 2120	Critical Thinking, Comm & Public Policy	
Select six hours of the following Humanities courses:		6
AAST 2010	African American Experience I	
AAST 2020	African American Experience II	
ENGL 2200	Survey in Literary History	
ENGL 2220	Survey in Literary History	
ENGL 2221	Survey of World Literature to 1650	
ENGL 2222	Survey of World Literature since 1650	
ENGL 2223	Survey of American Lit to the Civil War	
ENGL 2224	Survey of American Lit since Civil War	
ENGL 2225	Survey of British Lit to 18th Century	
ENGL 2226	Survey of Brit Lit since Romantic Period	
History - any course		
Philosophy - any course		
Religion - any course		

ISOM 2010	Introduction to Gender Studies
ISOM 2020	Introduction to Queer Studies
SSTU 1010	Introduction to Southern Studies I
SSTU 1030	Southern Mythologies and Popular Culture
SSTU 1050	Introduction to the South and Food
SSTU 1070	Intro to Gender & Sexuality in the South
SSTU 1090	Rights and Southern Activism
SSTU 1180	Introductory Topics in Southern Music
LIBA 2020	Interdisciplinary Humanities
LIBA 3120	Advanced Interdisciplinary Humanities
LIBA 3050	Humanities and the Experience of War

[1] This course is in addition to any course used to fulfill the humanities requirement.

Major Requirements

Code	Title	Hours
SJNM 1010	Media, News & Audience	3
SJNM 1020	Introduction to Multimedia Writing	3
SJNM 1030	Visual Media Principles	3
SJNM 2020	Introduction to Research for Comm	3
SJNM 3690	Media Law & Ethics	3
Select 18 hours of the following Conceptual Courses:		18
SJNM 1002	Media Literacy	
SJNM 2000	Media & Communication Theory I	
SJNM 2010	AI in Media and Communication	
SJNM 2050	Listening Intelligence	
SJNM 3010	History of Mass Media	
SJNM 3050		
SJNM 3100	Social Media in Society	
SJNM 3400	Global Media Systems	
SJNM 3410	Persuasion	
SJNM 3450	Digital Media Diversity	
SJNM 3570	Global Brands	
SJNM 3880	Media Management	
SJNM 3910	Public Relations	
SJNM 3952	Internship in Media and Communication	
SJNM 4000	International Journalism	
SJNM 4410	Mass Media Effects	
SJNM 4996A	Media and Communication Capstone	
SJNM 5026	Motion Graphics	
SJNM 5070	Seminar in Mass Communication Theory	
SJNM 5130	The Press and the Changing South	
SJNM 5140	Crisis Communication	
SJNM 5150	Reputation Management	
SJNM 5215	Internet and Mobile Media	
SJNM 5230	Media Leadership	
SJNM 5235	Mass Comm, Technology, and Society	
SJNM 5245	Public Opinion and the Mass Media	
SJNM 5250	Mass Media Ethics and Social Issues	
SJNM 5420	Peace Journalism	
SJNM 5460	International and Multicultural IMC	
Students may count up to 3 hours of SPCH or WRIT at the 2000+ level toward fulfillment of the major		
Capstone Experience - Students may fulfill this requirement through an approved internship (SJNM 3952), senior thesis, or enrollment in SJNM 4996.		3
Total Hours		**36**

Enroll in a SECONDARY EMPHASIS REQUIREMENT

Students are required to take at least 18 hours as a minor, double major, dual degree, or a set of courses that comprise a secondary focus. Students who choose to fulfill this secondary emphasis with a set of courses not formally recognized as a minor, double major, or dual degree are required to obtain official approval from the department chair.

Accelerated Law (3+3)

Description

An emphasis in pre-law is intended to prepare students for further study in law school. Courses required for the B.A.J. or B.S. pre-law preparation are approved by the University of Mississippi School of Law as part of the Accelerated 3+3 Program in which students early admitted to law school may apply 33 credit hours of law courses directly to the B.A.J. or B.S. degree programs.

Degree Requirements

Code	Title	Hours
LAWS 5501	Constitutional Law I	3-4
LAWS 5505	Contracts	3-6
LAWS 5510	Criminal Law	2-3
LAWS 5515	Civil Procedure I	1-4
LAWS 5520	Torts	3-6
LAWS 5525	Property	3-6
LAWS 5930	Legal Writing I	1-4
LAWS 5931	Legal Writing II	1-3
LAWS 5940	Contract Negotiation and Drafting	1-4
LAWS 5990	Legal Methods	1-4
Total Hours		**19-44**

Specialization - Fashion Promo & Media

Code	Title	Hours
SJNM 3140	Fashion Promotion and Media	3
SJNM 3150	Fashion Merchandising	3
or MKTG 3061	Retailing and E-Commerce	
Select one of the following:		3
SJNM 3090	Introduction to Video Storytelling	
SJNM 3760	Commercial Photography	
a preapproved 3-credit fashion-themed course		
a preapproved 3-credit fashion-themed internship		
Total Hours		**9**

Specialization - Health Communication

Code	Title	Hours
SJNM 5350	Health Communication	3
SJNM 3410	Persuasion	3
Select one of the following interdisciplinary courses:		3

PHAD 3950	Pharmacy Ethics
PHIL 3340	Biomedical Ethics
PSYC 3110	Developmental Psychology
PSYC 3130	Psychopathology: Integrative Approaches
PSYC 3160	Social Psychology
PSYC 4601	Health Psychology
PSYC 4632	Disasters and Mental Health
PSYC 3602	Psychology of Human Sexuality
ISOM 3602	Psychology of Human Sexuality
PSYC 5101	Psychology of Gender
ISOM 5460	Queer Mississippi
ISOM 5480	Directed Readings in Gender Studies
ISOM 5150	Psychology of Gender
SCWK 4270	Psychosocial Aspects of Loss Death Grief
SOCY 3010	The Family
SOCY 3100	Sociology of Disability
SOCY 3110	Social Problems
SOCY 3450	Population Trends and Problems
SOCY 3700	Society and Population Health
HONR 3150	Explorations in Population Health
SOCY 4130	Race and Ethnicity
SOCY 4270	Social Stratification
SOCY 4550	Population Studies Applied Research
ANTH 3490	Medical Anthropology
SJNM 5350	Health Communication
SJNM 5380	Health Communication
NAHM 3110	Nutrition
NAHM 3230	Human Development Across the Lifespan
NAHM 3280	Child Development
NAHM 4170	Community Nutrition
LSTU 4110	Elder Law
SOHE 3010	Topics in Society and Health Abroad
SOHE 3020	Topics in Society and Health
SOHE 3290	Medical Humanities
SOHE 4950	Society and Health Internship
SOHE 4970	Directed Study in Society and Health
or complete an approved 3-credit internship	
Total Hours	**9**

Specialization - Media Sales and Mgmt

Code	Title	Hours
SJNM 3860	Media Sales	3
SJNM 3880	Media Management	3
Select one of the following:		3
SJNM 3410	Persuasion	
SPCH 3140	Intercollegiate Debating	
or an approved 3-credit sales internship (internship must be approved before it starts)		
Total Hours		**9**

Specialization - Public Relations

Code	Title	Hours
SJNM 3910	Public Relations	3
SJNM 4910	Public Relations Techniques	3
Select one of the following:		3
SJNM 3200	Event Planning	
SJNM 3540	Nonprofit Marketing Communications	
SJNM 4920	Public Relations Case Problems	
SJNM 3410	Persuasion	
SJNM 5140	Crisis Communication	
or complete an approved 3-credit internship		
Total Hours		**9**

Specialization - Social Media

Code	Title	Hours
SJNM 3100	Social Media in Society	3
Select two of the following:		6
SJNM 3060	Digital Marketing Communication (except for IMC majors, who can't count this course toward the specialization)	
SJNM 3080	Social Media Content Creation	
SJNM 3090	Introduction to Video Storytelling	
SJNM 3250	Data Literacy	
WRIT 3500	Writing for Digital Media	
or an approved 3-credit social media internship		
or an approved 3-credit social media-themed course in another department		
Total Hours		**9**

Specialization - Sports Comm & Promotion

Code	Title	Hours
Select one of the following:		3
SJNM 3720	Sports Announcing	
SJNM 3740	Sports Photography	
SJNM 5390	Sports Television Production	
SJNM 3650	Sports Media and Reporting	
or a pre-approved 3-credit sports-themed course		
or a pre-approved 3-credit sports-themed internship		
SJNM 5360	Foundations of Sports	3
SJNM 5370	Sports Promotion	3
Total Hours		**9**

Specialization - Visual Design

Code	Title	Hours
SJNM 3050		3
Select two of the following:		6
SJNM 3490	3-D Modeling	
SJNM 5024	Designing Interactivity	
SJNM 5026	Motion Graphics	
or complete an approved 3-credit internship		
Total Hours		**9**

Other Academic Requirements

Students must complete a total of 120 hours. At least 30 hours of coursework in the general education, major, minor, and elective hours must be at the 3000-level or above.

A minimum grade of C is required for all SJNM courses.

Students will additionally be able to declare any of the school-approved specializations:

- Accelerated Law (3 + 3)
- Fashion Promo. & Media
- Health Communication
- Media Sales and Mgmt.
- Public Relations
- Social Media
- Sports Comm. & Promotion
- Visual Design