

Do you love to create and consume media? Would you like a media major that is broad in scope, giving you wide experience in many media forms? Do you ever find yourself thinking about how the media affect our world? Do you want a major with some international flavor?

Then the Media Studies major is for you. In the Media Studies program, you'll get a 360-degree immersive experience of the media environment, including design, delivery and effects of media messages. Media Studies majors engage in original research, acquire 21st century media literacy abilities, and develop practical skills through professional development courses and internships. The required courses for the degree encompass a range of relevant topics to give students a broad, experience-based education that is crucial for today's media environment. The degree is also designed to offer students flexibility to specialize in a particular area of communication within the School of Communication or to add to their Media Studies degree a minor in a complementary area of interest.

You can pursue a Media Studies degree online, on campus or both, and opportunities to study at one of our international campuses are also available.

With a Media Studies degree, you could be a

- Digital marketer
- Media buyer
- Media planner
- Media researcher
- Public relations officer
- Runner, broadcasting/film/video
- Social media manager
- Television/film/video producer
- Web content manager

Your degree could also help as an

- Advertising account executive
- Broadcast journalist
- Editorial assistant
- Event manager
- Film director
- Magazine journalist
- Market researcher
- Marketing executive
- Media researcher
- Photographer
- UX designer
- Writer

## BACHELOR OF ARTS MEDIA STUDIES



### LEARNING OUTCOMES

Successful graduates of this program will be able to:

#### Design

- Develop media content for different fields, platforms and audiences
- Demonstrate an understanding of the need to think ethically when creating messages

#### Delivery

- Evaluate media in historical and global context
- Conceive and implement effective communication strategies

#### Effects

- Analyze media content and effects

### DEGREE REQUIREMENTS

A minimum of 128 credit hours consisting of the following:

- 39 required credit hours
- Applicable University Global Citizenship Program hours
- Electives

### REQUIRED COURSES

- **EPMD 1000** Introduction to Media Production (3 hours)
- **MDST 1010** Media Foundations (3 hours)
- **MDST 1050** Media Writing (3 hours)
- **MDST 1160** Communication for Media Professionals (3 hours)
- **MDST 2100** Media Literacy (3 hours)
- **MDST 2800** Media, Diversity & Society (3 hours)
- **MDST 2500** Professional Development for Media Careers (3 hours)
- **MDST 3100** Social Media Strategies & Tactics (3 hours)
- **MDST 3260** Global Media Practice (3 hours)
- **MDST 3300** Media Law, Ethics & Policy (3 hours)
- **MDST 4110** Digital Media & Culture (3 hours)
- **MDST 4200** Media Research (3 hours)
- **MDST 4620** Media Practicum/Thesis\* (3-6 hours)
- or **MDST 4950** Internship\*\* (3 hours)

\*Webster University Vienna students must select the thesis option.

\*\*Capstone Course - student must earn a grade of no less than B.

Students in the MDST program are encouraged to explore minors, certificates or even other majors to expand their experience.

Students may petition to complete a professional media practicum (internship) or senior overview with a focus in their area of concentration.

As part of their degree, Webster University Vienna students must complete 4 additional hours of MDST 4620 Media Practicum/Thesis.

## COURSE DESCRIPTIONS

### **EPMD 1000 Introduction to Media Production (3)**

Beginning students of all communications disciplines learn a certain level of media production literacy. EPMD 1000 incorporates a combination of applied media aesthetics, theory and hands-on production experience in photography, filmmaking, audio and video production. As a core class, EPMD 1000 is preparation for subsequent theory and production courses in the School of Communications.

### **MDST 1010 Media Foundations (3)**

Students will learn the history and impact of all media formats as well as the theories and thinkers behind mass communication scholarship. The course focuses on media systems, structure and ethics as well as the relationship between the media and society.

### **MDST 1050 Media Writing (3)**

This course offers an introduction to principles, style and mechanics of writing for print, Web and broadcast formats. Drawing on critical readings, lectures, class discussions and writing exercises, students will learn to write for communications fields including journalism and public relations. Working as both individuals and teams throughout the semester, students will develop a clear understanding of the differences among media formats, and of the importance of audience. Writing and presenting aloud to the class are integral parts of this course, as are assigned readings.

### **MDST 1160 Communication for Media Professionals (3)**

This course introduces students to the essentials of human communication as they relate to a variety of media contexts. Students will explore interpersonal, group and presentational concepts and practices, with a focus on their roles in media messaging, processing and careers. Activities will include written reflections and reports, oral presentations and group activities.

### **MDST 2100 Media Literacy (3)**

Students learn to systematically decode, evaluate and analyze information conveyed through the channels of mass communication. They learn the process, language and effects of the media and develop a critical awareness of messages sent through channels including (but not limited to) news, advertising, film, television, websites and platforms.

### **MDST 2500 Professional Development for Media Careers (3)**

This course prepares students to market themselves and their skill sets for the professional workforce. Students practice resume-writing, interview and presentation techniques, and online personal branding, and collect and revise previous works to create a professional portfolio. The course culminates with a portfolio review.

### **MDST 2800 Media, Diversity and Society (3)**

This course offers instruction on responsible media coverage and presentation of issues of diversity beyond solely race. Students both observe and create news coverage, advertisements and public relations campaigns related to diversity as it is associated with protected status groups (sex, race, age, disability, color, creed, national origin, religion or genetic information) and sexual orientation).

### **MDST 3100 Social Media Strategies & Tactics (3)**

With an emphasis on critical thinking about media audiences, use and effects, students analyze efforts of journalists, activists, corporate brands and politicians to inform and influence their publics through social media, and devise and implement their own social media campaigns. Prerequisite: Junior or senior standing.

### **MDST 3260 Global Media Practice (3)**

In this course, students will cultivate information from diverse international media sources in order to engage critically with the problems presented by the production, distribution and consumption of global media products with an understanding of the social, political and economic influences that shape these globalized cultural products. This class also focuses on communication as it relates to developing relationships with global audiences across different media, including digital web content, social media and other networking platforms. Cross-listed with INTL 3260.

### **MDST 3300 Media Law, Ethics & Policy (3)**

This class will provide an in-depth examination of issues surrounding the media profession as it relates to regulatory issues, ethical issues and legal issues. Students will examine and analyze common media law principles and ethical concerns relevant to today's changing -- and increasingly digital -- professional media environment. This class will cover topics related to current legal issues including, but not limited to, the First Amendment, contract law, copyright law, fair use, piracy, privacy, trademarks, licensing, data storage/use as well as international regulations. Junior or senior standing is advised.

### **MDST 4110 Digital Media and Culture (3)**

This course applies the principles of media literacy to digital media, which includes interactive media, voice and image transmission devices, simulations, and video games. The course examines the

technological characteristics of digital media as well as the impact of digital technology on content. The course also considers the impact of digital media on the individual and society and identifies strategies for the analysis of media messages. Prerequisite: Junior or senior standing.

### **MDST 4200 Media Research (3)**

Future reporters, editors, producers, advertisers and public relations professionals must now perform legitimate research or at least understand the research of others. In this course, students will practice both qualitative and quantitative techniques for studying media audiences, content and effects, and will plan, conduct, analyze and evaluate media research. Prerequisite: Junior or senior standing.

### **MDST 4620 Media Practicum/Thesis (3-4)**

With the instructor's approval and input, students enrolled in this course complete an individual project, exhibit or thesis to demonstrate their proficiency in media studies or practice. Students wishing to complete their degree at Webster Vienna Private University must select the thesis option and register for 4 hours. Prerequisites: Junior or senior standing, successful completion of portfolio review and permission of the instructor.

### **MDST 4950 Internship (3-8)**

Students will participate in a media professional industry field experience within the industry of their major with a structured theory-based academic component. The industry setting will be the primary learning laboratory for students to explore and apply the knowledge and skills of their field of study and learn about the professional world. To further develop knowledge and competencies, students will participate in regular seminars, explore concepts, apply analysis and reflection to the internship experience.

Students are offered assistance in the internship search process by the director of the School of Communications internship program and must secure a School of Communications approved, credit-bearing internship, submit an Internship Authorization Form before they are enrolled in the course and before beginning their internship. Note: Students may earn up to a total of 8 internship credit hours by enrolling in multiple semesters of MDST 4950.

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### **ACCREDITATION**

Webster University is accredited by  
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