

COMMUNICATION: MEDIA ARTS AND PRODUCTION

Program Code: F.MCB.AAS

Associate in Applied Science (A.A.S.)

Graduation requirement — 60 semester hours

Students preparing for careers in the media industry will find that the Media Arts and Production A.A.S. program curriculum prepares them for employment in small and medium market radio and TV stations as well as corporate communication and public relations offices. Because communication technology personnel must perform a variety of duties, this program stresses versatility. Communication courses offer students experience in live-audience and recorded speaking. Advertising and business courses involve students in other aspects of the communication industry. Audio, video, and Internet components are meshed with an understanding of the history and theory of development of the message. Students polish their skills by operating WPCD-FM, Parkland's 10,500-watt educational radio station, and filling production crew positions at PCTV, Parkland's educational cable access channel. Students should plan their Media Arts and Production A.A.S. degree program with a Communication faculty advisor.

For more information, see parkland.edu/communication.

Program Notes*

- Enrollment in COM 292 requires approval of the program director and sophomore standing.
- Concurrent enrollment in COM 141 and COM 140 recommended.
- Students who take MUS 161 may also want to consider taking MUS 162, Advanced Music Recording.

Suggested Full-time Sequence

FALL	SPRING
<i>1st Semester</i>	<i>2nd Semester</i>
COM 101	BUS 106
COM 105	COM 200 or
COM 141	COM 120
ENG 101	COM 142
COM 140	COM 201
	Soc/Beh Sci or
	Hum/FA elective

FALL	SPRING
<i>3rd Semester</i>	<i>4th Semester</i>
COM 121	COM 106
COM 144	COM 122
Elective	COM 145
THE 103	COM 292
Soc/Beh Sci or	COM 293
Hum/FA elective	

Required Program Courses (42 hours) Cr. Hrs.

BUS 106	Business and Organizational Ethics	3
COM 101	Introduction to Mass Communication	3
COM 105	Basic News Writing	3
COM 121	Introduction to Advertising	3
COM 122	Introduction to Public Relations	3
COM 140*	Voice and Diction	3
COM 141*	Basic Broadcast Announcing	3
COM 142	Introduction to Radio Production	3
COM 144	Video Production I	3
COM 145	Video Production II	3
COM 201	Mass Media and Society	3
COM 292*	Internship and Seminar	3
COM 293	Portfolio Seminar	3
MUS 161*	Introduction to Music Recording	3

Electives (3 hours)

Choose one of the following courses:

COM 106	Broadcast Writing	3
ART 128	Digital Photography	3
CIS 152	Web Design and Development I	3
MUS 162	Advanced Music Recording	3
MUS 168	Introduction to Music Business	3

Required General Education Courses (15 hours)

ENG 101	Composition I	3
COM 200	Leadership and Small Group Communication	
or COM 120	Interpersonal Communication	3
	Social/Behavioral Science	
or Humanities/Fine Arts electives		6
THE 103	Performance of Literature	3

Total Semester Credit Hours 60