### Communication: Mass Media, B.A. 2018-2019

#### Major Requirements (67 Units)
Grades of “C” or better required. Courses may not need to be completed in order listed.

**Communication Core Curriculum (43 units)**
- COMM 104 Fundamentals of Speech (4) Prerequisite: ENGL 111 eligibility. For English as a second language speakers: ENGL 111
- COMM 202 Communication in Society (4) Prerequisite: ENGL 113/124
- COMM 215 Public Relations (4) Prerequisites: ENGL 113/124 OR
- COMM 226 Mass Media in Society (4) Prerequisites: ENGL 113/124. Arts and Humanities
- COMM 244 Interpersonal Communication (4) Prerequisite: Completed or concurrent ENGL 111/124; Social Sciences
- COMM 288 Communication Theory I (4) Prerequisite: ENGL 113/124
- COMM 328 Persuasion and Rhetoric (4)
- COMM 344 Gender and Communication (4)
- COMM 365 Organizational Communication (4) Prerequisite: COMM 288
- COMM 390 Communication Research Design (4) Prerequisite: COMM 288
- COMM 485 Communication Colloquium (1)
- Choose either:
  - COMM 494 Internship (2) Restriction: For advanced department majors only. OR
  - COMM 495 Undergraduate research (2) Prerequisites: COMM 238 or 288 Restriction: Upper division status.

**Mass Media courses (24 units)**
- COMM 238 Introduction to Writing for Print Media (4)
- COMM 264C Edutainment (4) Prerequisite: ENGL 113/124
- COMM 339 Writing for the Digital Media (4) Prerequisite: ENGL 113/124
- COMM 465H Media Law (4) OR COMM 339 Writing for Digital Media (4)
- Choose either:
  - COMM 338 Advanced writing for Print Media (4) OR
  - COMM 339 Writing for Digital Media (4)
- Choose either:
  - FLTV 104 Editing Fundamentals (4) OR
  - FLTV 112 Basic Production Techniques (4)
- Choose either:
  - FLTV 108 Storytelling for Fun & Profit (4) OR
  - FLTV 110 Short Scriptwriting (4)

#### University Studies Foundational Studies (21-34 Units)
Grades of “C” or better required.

**I First-Year Seminar**
- UNST 101A (1), 101B (1) and UNST 101C (1)

**II Rhetorical Skills**
- A. ENGL 111 (3), 112 (3), 113 (3) College Writing or ENGL 124 Freshman Seminar (4)
- B. Upper Division Rhetoric: choose one COMM 328/365/390/480 (4) as required by major

**III Mathematics**
- One college-level Math course in MATH 108, 115, 121, 155, CPTG 117 or DATA 115 (4)

**IV World Languages**
- Level 3 proficiency (e.g. 153) in one non-English language (4-12)

**V Health and Fitness**
- HLSC 120 Lifetime Fitness (2)

#### University Studies General Studies (52 Units, 16 Upper Division)
Grades of “D” or better required, unless courses are required by major

**Theme I. Social Sciences (SSCI) 8 units**
- Globalization, Identity and Citizenship (4 units from SSCI 204/205/206/207/208) Prerequisite: ENGL 113/124
- Social Science Breadth Courses (4 units)

**Theme II. Arts and Humanities (HUMN) 12 units**
- Exploring Culture (4 units from HUMN 104/105/106/107/108/109) Prerequisite: ENGL 111/124
- Arts and Humanities Breadth Courses (4 units)
- Arts and Humanities Breadth Courses (4 units)

**Theme III Religious Beliefs and Practices (RLGN) 16 units**
- RLGN 304 Adventism in Global Perspective or RLGN 305 Religion in Three Cultures (4) Prerequisite: ENGL 113/124, Junior Status
- A. Spiritual Experience and Expressions (0-4 units)
- B. Beliefs and Heritage (4 units)
- C. Scripture (4 units)
- D. Religion and Society (0-4 units)

**Theme IV Natural Sciences (NSCI) 12 units**
- Scientific Foundations (4 units from NSCI 404/405/406/407/408)
- Life Science (4 units) Either life science or physical science must include a laboratory
- Physical Science (4 units) Either life science or physical science must include a laboratory

**Theme V Senior Seminar**
- UNST 404E Religion, Values, and Social Aspects of Communication (4)

#### University Studies Service-Learning (3 courses)

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*A maximum of 4 units from the Major, and 8 units of Cognates required by the Major, may apply to University Studies General Studies requirements (2018-2019 Undergraduate Academic Bulletin).

NOTES: Should a student’s general education and major degree program not meet the minimum 190 units required for graduation, the student must complete elective units to make up the deficiency.
COMMUNICATION: 
MEDIA STUDIES 
Bachelor of Arts

The faculty of the Department of Communication recognize that communication, on both the personal and social levels, is the foundation of human interaction. Media Studies examines the processes of mass media through visual and digital media. It includes coursework in video production, media criticism, media writing, journalism, media law, history of cinema, movements in film and audience analysis.

CAREER OPPORTUNITIES AND RELATED OCCUPATIONS: A degree in Communication: Media Studies allows students access to graduate studies and the fields of sales, human resource management, marketing, advertising, public affairs, politics, and more. Sample occupations include writing for television and film, broadcast journalism, advertising, and film and television production.

EDUCATIONAL QUALIFICATIONS: Most occupations require a four-year bachelor’s degree. Students wishing to teach media studies on the postsecondary level should pursue graduate and/or doctoral study.

JOB OUTLOOK: According to the U.S. Department of Labor, employment of writers and authors is projected to grow 2 percent from 2014 to 2024, slower than the average for all occupations. Employment of reporters, correspondents, and broadcast news analysts is projected to decline 9 percent. Employment of advertising sales agents is projected to decline 3 percent. Employment of producers and directors is projected to grow 9 percent from 2014 to 2024, faster than the average for all occupations.

SALARY: In May of 2015 the median annual wages for the following occupations were: Reporters and Correspondants and Broadcast News Analysts: $65,530 Advertising Sales Agents $48,490 Producers and Directors: $68,440

Career information adapted from

Academic program information adapted from

La Sierra University
www.lasierra.edu

Department
www.lasierra.edu/communication

Faculty
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Professional Organizations
National Communication Association
1765 N. Street N.W.
Washington, D.C. 20036
http://www.natcom.org

Association for Education Journalism
& Mass Communication
234 Outlet Pointe Blvd.
Columbia, SC 29210
http://www.aejmc.org

Public Relations Society of America, Inc.
33 Irving Place
New York, NY 10003-2376
http://www.prsa.org

La Sierra University

Academic Advising
Office of Advising and Career Success
Sierra Vista Hall, Room 109
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