

MASS MEDIA, B.A.

Credits: 122

CIP Code: 90799

Concentrations:

- Journalism (<http://catalog.cau.edu/undergraduate/programs-study/arts-sciences/communication-arts/mass-media-arts/mass-media-ba/journalism/>)
- Public Relations Management (<http://catalog.cau.edu/undergraduate/programs-study/arts-sciences/communication-arts/mass-media-arts/mass-media-ba/public-relations-management/>)
- Radio/Television/Film (<http://catalog.cau.edu/undergraduate/programs-study/arts-sciences/communication-arts/mass-media-arts/mass-media-ba/radio-television-film/>)

Admissions Requirements

Applicants must meet the admission requirements of Clark Atlanta University and the School of Arts and Sciences as presented in the Undergraduate Catalog.

Program Description

The Bachelor of Arts in Mass Media Arts Degree Program prepares students to be competent multimedia communicators for careers in media—new media, journalism, public relations management, radio, television, and film. The program also trains students in critical thinking through the lens of history and critical analysis, with particular attention to images of the African Diaspora, in order to create students who can excel in competitive graduate and professional degree programs.

This program curriculum is designed to provide students with skills and experiences that help them develop their fullest potential in human interaction, critical thinking, and technical understanding of media while applying professional and ethical leadership that influence and shape the attitudes and opinions of society.

This program's courses enable students to explore the nature, influence, and potential of mass media, examine media's impact on social, economic, political, and cultural aspects of society, and facilitate students in researching, analyzing and processing information including the many technological changes in media production, exhibition, and distribution. Through this training, students are able to create award-winning productions.

This program also emphasizes research applications: acquisition tools for researching, news gathering, reporting, entertainment, and management; tools for storage of information, especially multimedia content; processing, production, and editorial tools; distribution and publishing tools; presentation, display, and access tools; qualitative and quantitative research skills.

Program Outcomes

Graduates of the Mass Media Arts Program will be able to:

1. Discuss the role of Mass Media Arts in society on a local and global scale.
2. Conduct research, gather information, write clearly and correctly, and present relevant news or persuasive information at a professional level.

3. Apply tools and technologies appropriate for the production, editing, and presentation of visual, aural, textual or other media content in traditional and new media industries.

Degree Requirements

(awaiting approval from dean's council)

In addition to meeting Clark Atlanta University General Education Requirements (36 credit hours) and completing CGED 100 First Year Seminar and CGED 101 1st-Year Seminar, students must meet the core requirements for the MMA major.

General Education Requirements

Code	Title	Hours
General Education Requirements		
Area A: Humanities/Fine Arts		
Select 9 credits of the following:		9
CHUM 228		
CHUM 230		
& CPHI 105	and Critical Thinking	
CPHI 221	Introduction to Philosophy	
CPHI 241	Philosophy of Religion	
CREL 101	The Biblical Heritage	
CREL 103	Afr Amer Religious Experiences	
CREL 104	Afr Amer Religious Experience	
CREL 250	Comparative Religion	
CHIS 201	United States, Africa & World	
CHIS 211	History of the United States	
CHIS 202	United States, Africa & World	
CHS 212		
CART 150	Art Appreciation	
CMUS 119	World Music	
CMUS 120	Music Appreciation	
CSTA 252	Theater Appreciation (Theatre Minors)	
Area B: Social/Behavioral Sciences		
Select 3 credits of the following:		3
CPSC 219	American Govern & Politics	
CPSC 221	State & Local Government	
CPSY 211	General Psychology	
CPSY 218	Human Growth & Development	
CSCJ 201	Intro. to Criminal Justice	
CSCJ 215	Intro. to Sociology	
CSCJ 215H	Honors Intro. to Sociology	
CSCJ 216	Intro. to Anthropology	
CSCJ 218	Contemporary Social Problems	
Area C: Natural Science/Mathematics/Statistics		
Select two of the following:		6
CMAT 104	Finite Mathematics	
CMAT 105	Pre-Calculus I ¹	
CMAT 106	Pre-Calculus II ¹	
Select one of the following:		3
CBIO 101	Biological Science	
CPHY 102	Physical Science	
Area D: Communication		

CENG 105	College Composition I	3
CENG 106	College Composition II	3
CSTA 101	Fundamentals of Speech	3
Area E: Financial/Technological		
Select 3 credits of the following:		3
CCIS 100	Info. Technology & Comp. App.	
CCIS 101	Introduction to Computers	
CECO 107	Introduction to Economics	
CECO 250	Principles of Economics	
Total Hours		33

¹ Consider CMAT 109 College Algebra for Bus & Econ, CMAT 110 Calculus for Bus & Econ.

Code	Title	Hours
Major Core Courses		
CMMA 200	News Writing	3
CMMA 201	Survey of Media & Society	3
CMMA 203	Multimedia Writing & Reporting	3
CMMA 315	Mass Communication Research	3
CMMA 422	Philosophy & Ethics Mass Comm	3
CMMA 425	Communication Law	3
CMMA 490	Media Seminar	3
Total Hours		21

Program Opportunities

The Department of Mass Media Arts reviews trends in the media industries and recognizes students' need to have a competitive edge in the use and understanding of media technology. To accomplish this goal, training laboratories and student organizations provide students with the opportunity to enhance their abilities in their academic coursework and assist in practical, hands-on experiences. They include:

Lambda Pi Eta, Theta Tau Chapter - Honor Society for communication majors.

Society of Professional Journalists (SPJ) - The oldest, largest and most representative organization serving the field of journalism. SPJ is dedicated to the perpetuation of a free press as the cornerstone of our nation and our liberty. To ensure that the concept of self-government outlined by the U.S. Constitution remains a reality into future centuries, the American people must be well informed in order to make decisions regarding their lives, and their local and national communities.

National Association of Black Journalists (NABJ) - The National Association of Black Journalists (NABJ) is an organization of journalists, students and media-related professionals that provides quality programs and services to and advocates on behalf of black journalists worldwide. Founded by 44 men and women on December 12, 1975, in Washington, D.C., NABJ is the largest organization of journalists of color in the nation.

Public Relations Student Society of America (PRSSA) - Founded in 1967, the Public Relations Student Society of America (PRSSA) is the foremost organization for students interested in public relations and communications. We advocate rigorous academic standards for public relations education, the highest ethical principles and diversity in the profession.

CAU Panther Newspaper – An award-winning campus newspaper that provides students an opportunity to develop editorial, advertising, graphics, photography and managerial skills in print journalism.

4 Reel Productions - A student-based organization that focuses on the development and creation of film projects including public service announcements, shorts and features.

CAU-TV - An educational access television station that provides a variety of informative programming thereby serving the Atlanta community as an educational and community resource. While providing programming that informs and educates, CAU-TV serves as a hands-on training laboratory for broadcast majors in the Atlanta University Center and an outlet for student video, film and multimedia productions. CAU-TV Student News Center allows for student-produced program news and information from campuses across the City and features stories making national and international headlines.

African Film Festival - Celebrates excellence in the richness and diversity of African World Cinema, showcasing stories about the multifaceted, global experience of African and African-descended people told through the eyes of Screen Griots.

WSTU – A digital student radio station serving as a radio outlet for student broadcasters and presents a hands-on training opportunity to apply communication concepts and practices.

Digital Teleproductions Laboratory (Multimedia Lab) - Ensures the provision of state-of-the-art training facilities to media students and serves to strengthen the communications arts curricula only.

CAMP M.O.V.E. - A collaborative effort Fulton County Parks and Recreation and CAU-TV that presents high school students with experiences that will allow them to be creative and use critical communications skills.

MMA Internships - Academically monitored learning experiences in professional media organizations. Internship partners have included CNN, Atlanta Journal-Constitution, WSB-TV, Ketchum Public Relations, CBS News (New York and DC), Atlanta Voice, Hot 107.9, Universal Records, Tyler Perry Studios, ESPN and many other media/music outlets.

Mobile Reporters – An organization where students enhance the art of converging video footage, graphics, and still photography by compiling, producing and pushing out social media content with current partnerships with high profile organizations i.e. the Tom Joyner Foundation and OWN the Oprah Winfrey Network, and with campus departments and organizations i.e., WSTU, CAU-TV and CAU Panther.