

ASSOCIATE OF ARTS DEGREE (AA)

IN SUBJECT AREAS LISTED BELOW WHERE SPECIFIC COURSE NUMBERS ARE NOT LISTED, CONSULT A COUNSELOR TO ENSURE TRANSFERABILITY OF ALL COURSES.

STUDENT LEARNING OUTCOMES - Graduates of this program will have the opportunity to:

- Students will demonstrate the ability to effectively analyze a range of audience types and tailor content to those audiences through a variety of media. This will include an understanding of the various communication codes of those media.
- Students will demonstrate an understanding about diverse cultures through audience analysis, communication with other students in class discussions, and planned curriculum.
- Students will demonstrate an understanding of a range of media technologies including television, radio, and computer applications for both research and the creation of media content. Many such technologies will involve hands-on activities (e.g., running cameras, computer editing, newspaper layout programs, etc.).
- Students will demonstrate an understanding of roles, responsibilities, and routines of various media operations that will enhance their ability to obtain employment and perform in employment situations.
- Through researched forms of structured media productions, students will demonstrate that they understand (1) that communication is a dynamic process that involves constant change and development; (2) that communication requires adaptation and adjustment to various audience dynamics; and that (3) that meanings rest in words, actions and channels through which messages are exchanged.

GENERAL EDUCATION REQUIREMENTS (35 Credits):

	CR	SEMESTER
ENGLISH: ENG 100 or 101 or 113 and 102 or 114	6-8	_____
LITERATURE: ENG 231 or ENG 232	3	_____
ANALYTICAL THINKING: PHIL 102	3	_____
MATHEMATICS: MATH 120, 124 or above	3	_____
LIFE AND PHYSICAL SCIENCES: (Two courses from the following, one must include a lab): AST, BIOL, CHEM 105 or above, ENV, GEOG 103, 104, 117, GEOL, PHYS	7	_____
SOCIAL SCIENCES: (Nine credits must be from three different disciplines): ANTH, CRJ 101, ECON, PSC, PSY, SOC, WMST 113	9	_____
U.S. AND NEVADA CONSTITUTIONS: PSC 101 or HIST 101 and HIST 102 or HIST 101 and HIST 217	4-6	_____

SPECIAL PROGRAM REQUIREMENTS (27 Credits):

	CR	SEMESTER
HUMANITIES: ENG 223 or above, HIST, International Languages 111 or above, PHIL	6	_____
JOUR 100 Introduction to Journalism and Media Studies	3	_____
JOUR 101 Critical Analysis of the Mass Media	3	_____
JOUR 102 News Reporting and Writing	3	_____

FOR BROADCAST JOURNALISM/MEDIA STUDIES, TV PRODUCTION:

COM 196 Internship	3	_____
JOUR 201 Television Studio Production I	3	_____
JOUR 203 Writing Across Media	3	_____
JOUR 220 Fundamentals of Applied Media Aesthetics	3	_____

FOR BROADCAST JOURNALISM/MEDIA STUDIES, RADIO PRODUCTION:

COM 121 Radio Production	3	_____
COM 196 Internship	3	_____
JOUR 203 Writing Across Media	3	_____
JOUR 223 Contemporary Radio	3	_____

FOR PRINT JOURNALISM:

COM 196 Internship	3	_____
JOUR 105 Publications Workshop I	3	_____
JOUR 204 Introduction to Media Production	3	_____
JOUR 241 News and the News Media	3	_____

FOR INTEGRATED MARKETING COMMUNICATIONS:

COM 196 Internship	3	_____
JOUR 203 Writing Across Media	3	_____
JOUR 220 Fundamentals of Applied Media Aesthetics	3	_____
JOUR 261 Introduction to IMC	3	_____

62
Total Credits

JOU A01

Students may elect to graduate using the degree requirements in effect at the time of matriculation, or when they declared or changed major or the current catalog. If a program is official after a student has matriculated, the student may choose the degree requirements of the new program. In no case may a student use a catalog which is more than six years old at the time of graduation.