Undergraduate Degree Requirements (ABJ)
Mass Media Arts

Positions in the film, television, radio, cable, satellite, online, mobile and other new media industries

This program prepares students for careers in creative digital media industries. The major includes four emphasis areas: video production for film, television, online and mobile distribution; scriptwriting and screenwriting; digital media management, programming, sales and research; and new media development, including online, mobile and social media. The major focuses on entertainment and other creative content, providing students with professional courses of study in the theory and production of creative digital media and the impact of that content on society.

MAJOR REQUIREMENTS (18 credit hours)

- TELE 3010: Intro to Telecommunications (3 hrs.)
- *TELE 3210/3210L: Intro to Production Basics (3 hrs.)
- *TELE 3290 Media & Technology (3 hrs.)
- TELE 3110: Writing for Digital Media (3 hrs.) or TELE 4110: Screen Writing (3 hrs.)
- TELE 3310: Media Programming and Management (3 hrs.)
- JRLC 5040: Law of Mass Communication (3 hrs.)

*All Mass Media Arts majors are required to complete TELE 3290 and TELE 3210/3210L in their first semester in the College.

MAJOR ELECTIVES (12 credit hours)

Students may choose 12 hours from the TELE department; however, up to six hours (two classes) may be selected from upper-division classes in any other Grady College department: ADPR, JOUR, JRLC, NMIX.

The Telecommunications Dept. offers students a number of areas in which to pursue their interests. Students may choose to combine college electives to complete one or more areas of interest.

Areas of interest:

- Video production: TELE 4250, 4270, 5250 and 5260 (must be taken concurrently with 5250)
- Screenwriting: TELE 4110 and 5990 (Producing)
- Management, programming, sales and research: TELE 3410, 4420, 4350, 5590 (Producing)
- New media development: TELE 4290, 4450, 5590 (Advanced Digital Media Production)

Suggested options to enhance any area of interest:

- TELE 5010: Telecommunication Arts Internship* – 1 to 3 hrs.
- TELE 5170: Advanced Studies in Mass Communications – 3 hrs
- TELE 5990: Seminar in Telecommunication Arts – 3 hrs.
- JRLC 5080: International Mass Communications – 3 hrs.
- JRLC 5400: Race, Gender and the Media – 3 hrs.

OR _____________ _____________ _____________ _____________ = 12 credit hrs.

A major elective from the above courses list is suggested; however, any upper-division course in the Grady College (ADPR, JOUR, JRLC, NMIX, TELE) may be taken if prerequisites are met.

*NOTE: Internships (TELE 5010) are encouraged but not required to graduate. You must be enrolled in the Grady College and have completed TELE 3010 and TELE 3210 to receive 1 to 3 hours of internship credit.