

# COMMUNICATION: MEDIA PRODUCTION, AS

**Program code:** COMM-AS-MDP

**Location:** Asnuntuck, Capital, Gateway, Manchester, Middlesex, Norwalk

## Program Description

Communication studies prepare students to participate in the professional, social, and civic life in an ethical, intellectually curious, and engaged manner. The discipline of communication focuses on how people use messages to generate meanings within and across various contexts, cultures, channels, and media.

Students who complete the major will have knowledge of foundational theories of communication; prevailing communication research paradigms; media industry structure and practices; prevailing criticism of media practice and performance; media influence on individuals and groups; the interplay of media systems in a global context; roles and functions of communication in interpersonal, group, organizational, and public contexts; conventions of public address and advocacy; and the impact and ethics of persuasion.

Students will be able to think critically; develop and present arguments; communicate effectively in interpersonal, group, organizational, and public contexts; and invent, arrange, and deliver effective and ethical messages via oral, print, and electronic modes.

## Media Production Option

The Media Production concentration develops students' practical skills in a variety of digital media production areas such as audio, video, filmmaking, television production, journalism, and emerging media. Students will also explore and analyze media history, scriptwriting, and multimedia creation to create original content for a variety of audiences. Students will gain additional experience through placement in internship programs. This option prepares students for employment or transfer to a bachelor's degree program.

## Learning Outcomes

1. Describe the Communication discipline and its central questions
2. Employ Communication theories, perspectives, principles, and concepts
3. Create messages appropriate to the audience, purpose, and context
4. Critically analyze messages
5. Apply ethical communication principles and practices
6. Influence public discourse

## Degree Requirements

Code	Title	Credits
<b>Communication General Education Core</b>		
ENG 1010	Composition	3
MATH 1000 or higher <sup>1</sup>		3-4
COMM 1201	Film Study and Appreciation	3
Elective SCRX - Scientific Reasoning Course or Elective SCKX - Scientific Knowledge Course		3-4
Choose one of the following Social and Behavioral Science Electives:		3

PSY 1011	General Psychology I	
SOC 1001	Principles of Sociology	
HIST 1001	Western History to the 1500s	
ANTH 1001	Introduction to Anthropology	
ANTH 1005	Introduction to Cultural Anthropology	
COMM 1301 or COMM 1302	Public Speaking Interpersonal Communication	3
CCS 1001	College and Career Success	3
<b>Communication Program Core</b>		
COMM 1000	Introduction to Communication	3
COMM 1010	Introduction to Mass Communication	3
COMM 1301 or COMM 1302	Public Speaking Interpersonal Communication	3
COMM 1306 or COMM 2502	Social Media in Contemporary Society Social Media Strategy	3
Choose one of the following:		3
COMM 1401	Journalism	
COMM 1601	Digital Video Production	
COMM 1604	Video Filmmaking	
COMM 1612	Audio Production	
COMM 2512	Screenwriting	
Communication Elective (any COMM)		3
Open Electives		6
<b>Media Production Courses</b>		
COMM 1612	Audio Production	3
Choose one of the following:		3
COMM 1601	Digital Video Production	
COMM 1603	Television Production	
COMM 1604	Video Filmmaking	
Choose one of the following:		3
COMM 2995	Internship	
COMM 2999		
COMM 2990	Capstone Project	
Digital Arts Design Elective <sup>2</sup>		3
Choose one of the following Media Production Electives:		3
COMM 2401	Publications Workshop	
COMM 1401	Journalism	
COMM 2512	Screenwriting	
COMM 2513	Scriptwriting of Media	
COMM 1601	Digital Video Production	
COMM 1603	Television Production	
COMM 1604	Video Filmmaking	
COMM 1613	Radio Production	
COMM 2601	Advanced Digital Video Production	
COMM 2611	Advanced Radio Production	
<b>Total Credits</b>		<b>60-62</b>

<sup>1</sup> MATH 1100 Quantitative Reasoning or higher recommended for students considering transfer

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<sup>2</sup> COMM 1501 Visual Communication or any course from DAT or GRA.  
(Legacy DGA courses will also fulfill this requirement.)

The Communication curriculum offers three degree options. Students may not complete more than one associate's degree in this area but additional certificates may be earned.

- Communication: Digital Media Production Certificate
- Communication: Human Communication, AS
- Communication: Journalism, AS
- Communication: Public Relations Certificate
- Communication: Visual Communication Certificate

Related CSCU Transfer Ticket Program

- Communication Studies - CSCU Transfer Degree, AA