

# MEDIA, CULTURE, AND COMMUNICATION (BS)

Department Website (<https://steinhardt.nyu.edu/departments/media-culture-and-communication/>)

NYSED: 76281 HEGIS: 0601.00 CIP: 09.0702

## Program Description

The BS in Media, Culture, and Communication (MCC) is a 128-credit program that foregrounds the historical, political, and cultural dimensions of media and technology. As MCC majors, students gain the tools to research, analyze, and understand complex media landscapes in local and global contexts. Majors are encouraged to take advantage of the courses we offer abroad, for example through our Global Media Scholars Program (<https://steinhardt.nyu.edu/degree/bs-media-culture-and-communication/study-abroad/global-media-scholars-program/>), to cultivate their knowledge of the production, circulation, and reception of media around the world. Opportunities to apply theoretical coursework in practice can be sought through the degree's Professional Electives, by completing the optional Internship Program (<https://steinhardt.nyu.edu/programs/media-culture-and-communication/mcc-internship-program/>), and/or the BEMT minor (<https://steinhardt.nyu.edu/degree/minor-business-entertainment-media-and-technology/>), among other pathways.

The components of the major include a strong liberal arts preparation, three core courses in theory and analysis, and upper-level courses consisting of three framing courses and four electives in the following five areas of study:

- Global Communication and Media
- Visual Culture and Sound Studies
- Interaction and Experience
- Media Industries and Politics
- Technology and Society

If interested in pursuing a double major, students may consider combining the major in MCC with journalism, politics, sociology, or another area of interest. Students must consult with their primary adviser in MCC and an adviser in the department of the proposed second major to discuss both programs of study. Students may also declare a co-major in Global Public Health/Media, Culture, and Communication (<https://bulletins.nyu.edu/undergraduate/culture-education-human-development/programs/global-public-health-media-culture-communication-bs/#text>).

## Honors

Departmental Honors: Senior Honors Seminar for selected students with at least a 3.75 grade point average, culminating in a senior thesis/project based on faculty-supervised independent research.

Undertaking the Honors Program in Media, Culture, and Communication (<https://steinhardt.nyu.edu/degree/bs-media-culture-and-communication/mcc-honors-program/>) is an exciting but demanding opportunity for students with outstanding academic records and a serious intellectual curiosity about the discipline. The program prepares and guides students to pursue original, independent research under the supervision of a full-time faculty member during the senior year.

## Admissions

New York University's Office of Undergraduate Admissions supports the application process for all undergraduate programs at NYU. For additional information about undergraduate admissions, including application requirements, see How to Apply (<https://www.nyu.edu/admissions/undergraduate-admissions/how-to-apply.html>).

## Program Requirements

Course	Title	Credits
<b>Liberal Arts Requirements</b>		
<i>Foreign Language</i>	Select eight credits of a foreign language	8
<i>Expository Writing</i>		
EXPOS-UA 1	Writing as Inquiry	4
ACE-UE 110	Advanced Writing and Research	4
<i>Foundations of Contemporary Culture</i>		
Texts and Ideas		4
Cultures and Contexts		4
Expressive Culture		4
Societies & Social Sciences		4
<i>Foundations of Scientific Inquiry</i>		
Quantitative Reasoning		4
Life/Physical Science (two 4-credit courses)		8
<i>Liberal Arts Electives</i>		
Select 16 Liberal Arts elective credits		16
<i>Unrestricted Electives</i>		
Select 16 Unrestricted Elective credits		16
<i>Additional Requirements</i>		
SAHS-UE 1	New Student Seminar	0
<i>Writing Proficiency Examination</i>		
<b>Major Requirements</b>		
<i>Core Courses</i>		
MCC-UE 1	Introduction to Media Studies	4
MCC-UE 3	History of Media & Comm	4
MCC-UE 14	Methods in Media Studies	4
MCC-UE 1200	Inquiry Seminar	4
<i>MCC Areas of Study: Framing Courses</i>		
Select any three Framing courses from any of the following areas of study:		12
Global Communication and Media		
Visual Culture and Sound Studies		
Interaction and Experience		
Media Industries and Politics		
Technology and Society		
<i>MCC Areas of Study: Focus Courses</i>		
Select any four Focus courses from any of the following areas of study:		16
Global Communication and Media		
Visual Culture and Sound Studies		
Interaction and Experience		
Media Industries and Politics		
Technology and Society		
<i>Professional Electives</i>		

Choose from MCC professional electives or, in consultation with an MCC advisor, choose non-MCC classes that are useful to professional goals.

**Total Credits** **128**

## Areas of Study

### Global Communication and Media

#### Framing Courses

Code	Title	Credits
MCC-UE 5	Language and Culture	4
MCC-UE 1037	Media and Music	4
MCC-UE 1300	Media and Globalization	4

#### Focus Courses

Code	Title	Credits
MCC-UE 1002	Space and Place in Human Communication	4
MCC-UE 1005	The Culture Industries	4
MCC-UE 1011	Media and Migration	4
MCC-UE 1016	Media Audiences	4
MCC-UE 1020	Business of Media	4
MCC-UE 1022	Latino Media	4
MCC-UE 1302	Global Television	4
MCC-UE 1304	Global Media and International Law	4
MCC-UE 1306	Global Media Flows	4
MCC-UE 1310	Culture & Media in Urban China	4
MCC-UE 1341	Middle East Media	4
MCC-UE 1342	Sounds In and Out of Africa	4
MCC-UE 1351	War as Media	4
MCC-UE 1352	Revolution and Media	4
MCC-UE 1401	Global Cult/Identities	4
MCC-UE 1403	Postcolonial Visual Culture	4
MCC-UE 1405	Copyright, Commerce and Culture	4
MCC-UE 1407	Gender, Sex and The Global	4
MCC-UE 1413	Cultural Memory	4
MCC-UE 1762	Cultural Geography of Commodities: Coffee	4
MCC-UE 9452	Global Media Seminar: Media Activism and Democracy	4
MCC-UE 9453	Global Media Seminar: East-Central Europe	4
MCC-UE 9454	Global Media Seminar: Media & Cultural Globalization in France	4
MCC-UE 9455	Global Media Seminar: Latin America	4
MCC-UE 9456	Global Media Seminar: Sydney, Australia	4
MCC-UE 9457	Global Media Seminar: Britain and Europe	4

### Visual Culture and Sound Studies

#### Framing Courses

Code	Title	Credits
MCC-UE 1006	Television:History/Form	4
MCC-UE 1015	Advertising and Consumer Society	4
MCC-UE 1037	Media and Music	4
MCC-UE 1412	Introduction to Visual Culture	4

#### Focus Courses

Code	Title	Credits
MCC-UE 1007	Film:History and Form	4
MCC-UE 1008	Video Game Economies	4
MCC-UE 1009	Psychoanalysis: Desire and Culture	4
MCC-UE 1012	Crime, Violence & Media	4
MCC-UE 1024	Amateur Media	4
MCC-UE 1029	New Media Research Studio	4
MCC-UE 1030	Architecture as Media:	4
MCC-UE 1031	Digital Media: Context and Practice	4
MCC-UE 1036	On The Phone: Telephone and Mobile Technology	4
MCC-UE 1043	Queer and Trans Game Studies	4
MCC-UE 1044	Black Screen Cultures	4
MCC-UE 1045	Queer Film and TV	4
MCC-UE 1065	Media Events and Spectacles	4
MCC-UE 1066	Projecting History	4
MCC-UE 1140	Hollywood Films and American Life	4
MCC-UE 1141	Critical Video: Theory & Practice	4
MCC-UE 1151	Media History of NY	4
MCC-UE 1152	Cultural Capital: Media and Arts in New York City	4
MCC-UE 1162	Cultural Capital: Food & Media in NYC	4
MCC-UE 1171	History of Computing	4
MCC-UE 1339	Theory of the Digital	4
MCC-UE 1345	Fashion and Power	4
MCC-UE 1346	Fame	4
MCC-UE 1347	Cultural History of The Screen:	4
MCC-UE 1409	Consumption, Culture and Identity	4
MCC-UE 1411	Visual Culture of Medicine and Technology	4
MCC-UE 1517	Photography and The Visual Archive	4
MCC-UE 1717	Listening: Noise, Sound and Music	4

#### Technology and Society

#### Framing Courses

Code	Title	Credits
MCC-UE 1034	Technology and Society	4
MCC-UE 1039	Platform Cultures	4
MCC-UE 1349	Data and Society	4
MCC-UE 1423	AI & Society	4

#### Focus Courses

Code	Title	Credits
MCC-UE 1007	Film:History and Form	4
MCC-UE 1008	Video Game Economies	4
MCC-UE 1009	Psychoanalysis: Desire and Culture	4
MCC-UE 1012	Crime, Violence & Media	4
MCC-UE 1024	Amateur Media	4
MCC-UE 1029	New Media Research Studio	4
MCC-UE 1030	Architecture as Media:	4
MCC-UE 1031	Digital Media: Context and Practice	4
MCC-UE 1036	On The Phone: Telephone and Mobile Technology	4
MCC-UE 1043	Queer and Trans Game Studies	4
MCC-UE 1044	Black Screen Cultures	4
MCC-UE 1045	Queer Film and TV	4
MCC-UE 1065	Media Events and Spectacles	4

MCC-UE 1140	Projecting History	4	College Core Requirement	4
MCC-UE 1141	Hollywood Films and American Life	4	Credits	16
MCC-UE 1142	Critical Video: Theory & Practice	4	<b>4th Semester/Term</b>	
MCC-UE 1151	Media History of NY	4	MCC-UE 1XXX	Area of Study Framing course
MCC-UE 1152	Cultural Capital: Media and Arts in New York City	4	MCC-UE 1200	Inquiry Seminar
MCC-UE 1162	Cultural Capital: Food & Media in NYC	4	College Core Requirement	4
MCC-UE 1171	History of Computing	4	Liberal Arts Electives	4
MCC-UE 1339	Theory of the Digital	4	Credits	16
MCC-UE 1345	Fashion and Power	4	<b>5th Semester/Term</b>	
MCC-UE 1346	Fame	4	MCC-UE 1XXX	Area of Study Focus course
MCC-UE 1347	Cultural History of The Screen:	4	Foreign Language	4
MCC-UE 1409	Consumption, Culture and Identity	4	College Core Requirement	4
MCC-UE 1411	Visual Culture of Medicine and Technology	4	Liberal Arts Electives	4
MCC-UE 1517	Photography and The Visual Archive	4	Credits	16
MCC-UE 1717	Listening: Noise, Sound and Music	4	<b>6th Semester/Term</b>	

## Media Industries and Politics

### Framing Courses

Code	Title	Credits	Credits	16
MCC-UE 1008	Video Game Economies	4	<b>7th Semester/Term</b>	
MCC-UE 1013	Political Communication	4	MCC-UE 1XXX	Area of Study Focus course
MCC-UE 1015	Advertising and Consumer Society	4	Liberal Arts Electives	4
			Professional Elective	4
			Unrestricted Electives	4
			Credits	16
			<b>8th Semester/Term</b>	
			MCC-UE 1XXX	Area of Study Focus course
			Professional Elective	4
			Unrestricted Electives	4
			Unrestricted Electives	4
			Credits	16
			<b>Total Credits</b>	<b>128</b>

## Sample Plan of Study

Course	Title	Credits	Credits
<b>1st Semester/Term</b>			
MCC-UE 1/9001	Introduction to Media Studies	4	
EXPOS-UA 1 or EXPOS-UA 4	Writing as Inquiry or International Writing Workshop I	4	
SAHS-UE 1	New Student Seminar	0	
College Core Requirement		4	
College Core Requirement		4	
	Credits	16	
<b>2nd Semester/Term</b>			
MCC-UE 3/9003	History of Media & Comm	4	
ACE-UE 110/EXPOS-UA 9 or EXPOS-UA 9	Advanced Writing and Research or International Writing Workshop II	4	
College Core Requirement		4	
College Core Requirement		4	
	Credits	16	
<b>3rd Semester/Term</b>			
MCC-UE 1XXX	Area of Study Framing course	4	
MCC-UE 1XXX	Area of Study Framing course	4	
MCC-UE 14	Methods in Media Studies	4	

## Learning Outcomes

Upon successful completion of the program, graduates will:

1. Identify and explain the key concepts, theories, and scholarly work associated with the study of media, culture, and communication.
2. Compare and contrast key historical cases and concepts in the study of media, culture, and communication, and apply historical insights to the contemporary world.
3. Choose and apply appropriate methods to questions of concern in the study of media, culture, and communication.
4. Demonstrate critical thinking and analysis of the complex interrelations and dynamics of media in its diverse forms, as they unfold in historically and geographically distinct social, political, and economic contexts.
5. Translate points of curiosity around phenomena in media, culture, and communication into feasible scholarly questions, and develop a feasible path of inquiry.

## Policies

### Program Policies

#### Minimum Grades

MCC and GPH/MCC majors and minors must earn a B- or better in MCC-UE 1 Introduction to Media Studies, MCC-UE 3 History of Media and Communication, and MCC-UE 14 Methods in Media Studies. Students are allowed one unique opportunity to retake a core course during their time

in the program. Students receiving below a B- in two or more MCC core courses will have to explore other options for majoring at NYU.

## **STEM OPT Benefits for International Students**

If you're an international student, you may be able to work in the United States after graduation for an extended period of time. Most students studying on F-1 visas will be eligible for 12 months of Optional Practical Training (OPT) off-campus work authorization. F-1 students in this program may also be eligible for the STEM (Science, Technology, Engineering, or Mathematics) OPT extension, allowing you to extend your time in the United States to pursue degree-related work experience for a total of 36 months or 3 years. For more information on who can apply for this extension visit NYU's Office of Global Services: STEM OPT (<http://www.nyu.edu/students/student-information-and-resources/student-visa-and-immigration/alumni/extend-your-opt/stem-opt.html>).

## **NYU Policies**

University-wide policies can be found on the New York University Policy pages (<https://bulletins.nyu.edu/nyu/policies/>).

## **Steinhardt Academic Policies**

Additional academic policies can be found the Steinhardt academic policies page (<https://bulletins.nyu.edu/undergraduate/culture-education-human-development/academic-policies/>).