

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 program in Media, Culture, and Communication (MCC) The NYU Department of Media, Culture, and Communication (MCC) prepares students to think deeply and broadly about culture and media using theoretical and historical frameworks. Students gain a critical understanding of the field and acquire the analytical skills needed to become versatile thinkers engaged with an evolving and multi-faceted media landscape.

Students are encouraged to take advantage of study-abroad opportunities to cultivate their knowledge of the production, circulation, and reception of global media.

The components of the major include a strong liberal arts preparation, three core courses in theory and analysis, and upper-level courses consisting of two concentration 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

Majors may also take professional electives—courses that complement topics within the media studies discipline—offered elsewhere at the University. Students may combine courses from several program areas to fulfill this requirement.

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 combined 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
Liberal Arts Requirements		
<i>Foreign Language</i>		
Select eight credits of a foreign language		8
<i>Expository Writing</i>		
EXPOS-UA 1	Writing The Essay:	4
ACE-UE 110	Advanced College Essay: Educ & The Professions	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		4
Life/Physical Science		4
<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
Writing Proficiency Examination		
Major Requirements		
<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
<i>MCC Areas of Study: Framing Courses</i>		
Select any two Framing courses from any of the following areas of study:		8
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>Inquiry Seminar</i>		

MCC-UE 1200	Inquiry Seminar	4
<i>Professional Electives</i> ¹		
Select twelve credits of the following: ²		12
MCC-UE 1100	Internship	
MCC-UE 1740	Interviewing Strategies	
MCC-UE 1755	Public Relations: Principles and Practices	
MCC-UE 1760	Innovations in Marketing	
MCC-UE 1775	Advertising & Marketing	
MCC-UE 1780	Advertising Campaigns in Context	
MCC-UE 1805	Public Speaking	

Total Credits **128**

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<https://steinhardt.nyu.edu/degree/bs-media-culture-and-communication/curriculum/professional-electives> (<https://steinhardt.nyu.edu/degree/bs-media-culture-and-communication/curriculum/professional-electives/>)

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Choose from the MCC professional electives listed below or, in consultation with your advisor, choose non-MCC classes that you deem useful to your professional goals. Pre-approved classes include offerings in Stern, Journalism, Computer Science, Film & Television, and Open Arts, among other programs.

Sample Plan of Study

Course	Title	Credits
1st Semester/Term		
MCC-UE 1/9001	Introduction to Media Studies	4
EXPOS-UA 1 or EXPOS-UA 4	Writing The Essay: or International Writing Workshop I	4
SAHS-UE 1	New Student Seminar	0
College Core Requirement		4
College Core Requirement		4
Credits		16
2nd Semester/Term		
MCC-UE 3/9003	History of Media & Comm	4
ACE-UE 110/EXPOS-UA 9	Advanced College Essay: Educ & The Professions	4
College Core Requirement		4
College Core Requirement		4
Credits		16
3rd Semester/Term		
MCC-UE 1XXX	Field of Study Framing course	4
MCC-UE 1XXX	Field of Study Framing course	4
MCC-UE 14	Methods in Media Studies	4
College Core Requirement		4
Credits		16
4th Semester/Term		
MCC-UE 1XXX	Field of Study Framing course	4
MCC-UE 1200	Inquiry Seminar	4
College Core Requirement		4
Liberal Arts Electives		4
Credits		16
5th Semester/Term		
MCC-UE 1XXX	Field of Study Focus course	4
Foreign Language		4
College Core Requirement		4
Unrestricted Electives		4
Credits		16
6th Semester/Term		
Foreign Language		4

Liberal Arts Electives		4
MCC-UE 1XXX	Field of Study Focus course	4
Unrestricted Electives		4

Credits **16**

7th Semester/Term		
MCC-UE 1XXX	Field of Study Focus course	4
Liberal Arts Electives		4
Professional Elective		4
Unrestricted Electives		4

Credits **16**

8th Semester/Term		
MCC-UE 1XXX	Field of Study Focus course	4
Liberal Arts Electives		4
Professional Elective		4
Unrestricted Electives		4

Credits **16**

Total Credits **128**

Note: This is a suggested program of study and semester-to-semester plan; MCC requires that students earn a grade of B- or better in their core curriculum (MCC-UE 1, 3, and 14).

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

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/>).