School of Arts, Technology, and Emerging Communication

Emerging Media and Communication (BA)

Students who complete the Emerging Media and Communication (EMAC) major are challenged to understand the social and cultural implications of communication in an "always on" world. The program reflects a commitment to the concept of applied humanities, as the curriculum balances theoretical understanding drawn from media studies, communication, psychology, and humanities with opportunities for practical application. These diverse perspectives will help a student majoring in EMAC develop the critical skills and technological expertise to become a communicator for the twenty-first century prepared to succeed in the shifting media landscape by using critical, creative, and collaborative skills to

• Develop creative ways to use emerging technology to express ideas and solve problems,
• Analyze communication opportunities to determine appropriate media and rhetorical strategies when creating content for existing and/or emerging media platforms,
• Adapt messages to audiences and technological constraints while retaining (and amplifying) the benefits provided by emerging media, and
• Anticipate the ethical implications of emerging media and their power to shape public opinion.

Unless otherwise noted, courses in Emerging Media and Communication are open to all students in the University.

Bachelor of Arts in Emerging Media and Communication

Degree Requirements (120 semester credit hours)¹

I. Core Curriculum Requirements: 42 semester credit hours²

Communication: 6 semester credit hours

COMM 1311 Survey of Oral and Technology-based Communication
RHET 1302 Rhetoric

Mathematics: 3 semester credit hours

Choose one course from the following:

MATH 1306 College Algebra for the Non-Scientist
MATH 1314 College Algebra (Recommended)
Or select any 3 semester credit hours from Mathematics core courses

**Life and Physical Sciences: 6 semester credit hours**

Select any 6 semester credit hours from Life and Physical Sciences core courses

**Language, Philosophy and Culture: 3 semester credit hours**

Choose one course from the following:
- **HUMA 1301** Exploration of the Humanities (Recommended)
- **LIT 2331** Masterpieces of World Literature
- **PHIL 1301** Introduction to Philosophy (Recommended)
- **PHIL 2316** History of Philosophy I
- **PHIL 2317** History of Philosophy II

Or select any 3 semester credit hours from Language, Philosophy and Culture core courses

**Creative Arts: 3 semester credit hours**

Choose one course from the following:
- **ARTS 1301** Exploration of the Arts
- **AHST 1303** Survey of Western Art History: Ancient to Medieval
- **AHST 1304** Survey of Western Art History: Renaissance to Modern
- **AHST 2331** Understanding Art
- **DANC 1310** Understanding Dance
- **DRAM 1310** Understanding Theater
- **FILM 2332** Understanding Film (Recommended)
- **MUSI 1306** Understanding Music

**American History: 6 semester credit hours**

Choose two courses from the following:
- **HIST 1301** U.S. History Survey to Civil War
- **HIST 1302** U.S. History Survey from Civil War
- **HIST 2301** History of Texas
- **HIST 2330** Themes and Ideas in American History
- **HIST 2332** Civil War and Reconstruction

**Government / Political Science: 6 semester credit hours**


GOVT 2305 American National Government
GOVT 2306 State and Local Government

Social and Behavioral Sciences: 3 semester credit hours

PSY 2301 Introduction to Psychology

Component Area Option: 6 semester credit hours

Choose two courses from the following or other Component Area Option courses:

ARHM 2340 Creativity
ARHM 2341 Global Media
ARHM 2342 Connections in the Arts and Humanities
ARHM 2343 Science and the Humanities
ARHM 2344 World Cultures

II. Major Requirements, Lower-Division: 18 semester credit hours

ATEC 2321 Writing and Research for Emerging Media
ATEC 2322 Theories of Emerging Media and Communications
ATEC 2382 Computer Imaging
ATEC 2384 Basic Design Principles and Practices
ATEC 2385 Sound Design
PSY 2317 Statistics for Psychology

III. Major Requirements, Upper-Division: 27 semester credit hours

Major Core Courses

ATEC 3326 Emerging Media Production
ATEC 3361 Internet Studio I
ATEC 4326 Advanced Emerging Media Production
COMM 3300 Reading Media Critically
COMM 3311 Interpersonal Communication
COMM 4314 Persuasion
IV. Elective Requirements: 33 semester credit hours

Prescribed Electives: 18 semester credit hours

Choose any six courses from the following:

- **ARTS 4308** Image/Text
- **ATEC 3330** Digital Video Production I
- **ATEC 3363** Basic Interaction Design
- **ATEC 4330** Digital Video Production II
- **ATEC 4346** Story-Telling for New Media
- **ATEC 4347** Advanced Design
- **ATEC 4361** Internet Studio II
- **CGS 4352** Human Computer Interactions I
- **CGS 4353** Human Computer Interactions II
- **COMM 3301** Business and Professional Communication
- **COMM 3342** Advanced Topics in Communication
- **COMM 3351** History and Theory of Communication
- **COMM 3352** Media and Culture
- **COMM 4340** Small Group Communication
- **COMM 4351** U.S. Culture and Communication
- **COMM 4350** Intercultural Communication
- **COMM 4360** Communication Ethics
- **CRWT 3308** Creating Nonfictions
- **EMAC 3328** The Digital Society
- **EMAC 3343** Social Networks
- **EMAC 4372** Topics in Emerging Media and Communication
- **PHIL 4310** Philosophy of Technology
- **PSY 3351** Mass Communication and Behavior
**PSY 3355** Psychology of Creativity

**Free Electives: 15 semester credit hours**

Both upper-and lower-division courses may be used as electives, but students must complete at least 51 semester credit hours of upper-division courses to qualify for graduation.

1. Incoming freshmen must enroll and complete requirements of UNIV 1010 and the corresponding school-related freshman seminar course. Students, including transfer students, who complete their core curriculum at UT Dallas must take UNIV 2020.

2. Curriculum Requirements can be fulfilled by other approved courses from institutions of higher education. The courses listed are recommended as the most efficient way to satisfy both Core Curriculum and Major Requirements at UT Dallas.

3. Repeatable for credit up to 6 semester credit hours.