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)

Faculty

**Professors:** Anne Balsamo, Frank Dufour, Monica Evans, Paul Fishwick, Roger Malina, Mihai Nadin  
**Clinical Professors:** Elizabeth (Lisa) Bell, Michael Breault, Tim Christopher, Carie King, Paul Lester  
**Professor of Practice:** Marjorie Zielke  
**Associate Professors:** Christine (xtine) Burrough, Eric Farrar, Todd Fechter, Scot Gresham-Lancaster, Rosanna Guadagno, Midori Kitagawa, Kim Knight, Maximilian Schich, Andrew Scott, Dean Terry  
**Clinical Associate Professors:** Cassini Nazir, Derek Royal, Harold (Chip) Wood  
**Assistant Professors:** Olivia Banner, Kristin Drogos, Phillip Hall, Casey Johnson, Angela M. Lee, Sean McComber, Ryan McMahan, Josef Nguyen  
**Clinical Assistant Professors:** Janet Johnson, Jillian Round, Michael Stephens  
**Senior Lecturers:** Elizabeth Boyd, Christopher Camacho, Filip Celander, Melissa Hernandez-Katz, Christina Nielsen, Barbara Vance

I. Core Curriculum Requirements: 42 semester credit hours
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
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
   EMAC 2321 Writing and Research for Emerging Media
   EMAC 2322 Theories of Emerging Media and Communication
   EMAC 2323 Code and Culture
   ATEC 2382 Computer Imaging
   ATEC 2384 Design I
   ATEC 2385 Sound Design
   or EMAC 2330 Historical Perspectives on Emerging Media
   PSY 2317 Statistics for Psychology

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

ATEC 3361 Internet Studio I
EMAC 3326 Emerging Media Production
EMAC 3300 Reading Media Critically
EMAC 3335 Media Psychology
EMAC 4314 Persuasion
EMAC 4325 Digital Writing
EMAC 4326 Advanced Emerging Media Production
EMAC 4350 Networked Identities
  or COMM 4350 Intercultural Communication
EMAC 4380 Capstone Project

IV. Elective Requirements: 33 semester credit hours

Prescribed Electives: 18 semester credit hours

Choose any six courses from the following:

ARTS 3376 Time-Based Art
ARTS 3379 Photography: New Media
ARTS 3381 Video Painting
ARTS 4308 Image/Text
ATEC 3330 Digital Video Production I
ATEC 3346 Storytelling for New Media I
ATEC 3363 Interaction Design I
ATEC 3384 Design II
ATEC 4330 Digital Video Production II
ATEC 4347 Design Innovation Workshop
ATEC 4357 Strategic Design
ATEC 4361 Internet Studio II
ATEC 4363 Interaction Design II
CGS 4352 Human Computer Interaction I
CGS 4353 Human Computer Interaction II
COMM 3342 Advanced Topics in Communication
COMM 3351 History and Theory of Communication
COMM 3352 Media and Culture
COMM 4313 Advanced Public Speaking
COMM 4350 Intercultural Communication
CRWT 3308 Creating Nonfictions
EMAC 3328 The Digital Society
EMAC 3343 Social Networks
EMAC 3350 Reading in a Networked Era
EMAC 4335 Emerging Media and the Digital Economy
EMAC 4350 Networked Identities
LIT 3334 Literature of Science
PHIL 4310 Philosophy of Technology
PSY 3310 Child Development
PSY 3324 Psychology of Gender
PSY 3331 Social Psychology
PSY 3332 Social and Personality Development
PSY 3351 Mass Communication and Behavior
PSY 3355 Psychology of Creativity
PSY 4323 Cultural Diversity and Psychology
PSY 4324 Psychology of Prejudice

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.