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.