

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

Faculty

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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 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

[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.

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