

# Radio-Television B.A./B.S. - Emphasis in Digital Media Production

The Radio-Television major prepares graduates for careers in television broadcast announcing, writing, directing, management, editing, and production. In addition, students are prepared for audio/video production at advertising agencies, independent production houses and corporate communication facilities. A graduate should be competent in the ability to announce and speak with confidence for radio and television broadcast; to write, direct, manage and produce programming for radio, television and video; and to possess an understanding of the role of broadcasting in today's U.S. and global cultures.

1. Students will develop the ability to write effectively for TV, radio and Internet news, commercials and entertainment programming.
2. Students will develop the ability to shoot/record and edit video and audio for TV, radio and online media.
3. Students will be knowledgeable about the history and foundations of U.S. broadcasting and other electronic media.

## Core Curriculum Courses

See the Core Curriculum Requirements (<http://coursecatalog.tamuc.edu/undergrad/core-curriculum-requirements/>) 42

## Required Courses

### Core courses

MMJ 1307 or MMJ 1335	Mass Communication in Society Studies in Electronic Communications	3
MMJ 2311	Multimedia Writing	3
MMJ 420	Multimedia Portfolio	3
MMJ 336	Media Law	3

### Digital Media Production Sequence

MMJ 151	Basic Media Production	3
MMJ 2331	Media Performance	3
MMJ 221	Basic Audio Production and Radio Programming	3
MMJ 320	Broadcast Writing	3
MMJ 322	Film-Style Shooting & Editing	3
MMJ 360	Digital Audio Production	3
MMJ 440	Broadcast & Digital Journalism	3
MMJ 453	Social Media	3
Choose one from:		3
MMJ 326	Advanced Reporting/Feature Writing	
MMJ 480	Pro Seminar & Portfolio	
MMJ 495	Media Internship	
Choose one from:		3
MMJ 380	Magazine Production	
COMS 407	Communication Research Methods & Theory	
MMJ 445	Ethics in the Media	3

### REQUIRED HUMANITIES

COMS 1311	Studies in Human/Communication	
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### Required Minor

Minimum 18 hours required in the Minor		18
Minimum 11 hours of electives required		11
Required Electives - Maximum 1 per semester allowed.		
MMJ 109	Introduction to Media Production	1
MMJ 209	Media Operations II : Student Radio	1
MMJ 309	Media Operations III: Field Shooting	1
MMJ 409	Media Operations IV: Multi-Camera Studio Production	1

### Total Hours

120