

# ELECTRONIC MEDIA

Multimedia content is everywhere. The electronic media degree program at Wayne State prepares you for a wide range of careers in professions that use multimedia communication tools. Starting your first semester, you'll receive extensive hands-on experience in skills like audio and video production, performance, and production planning. With the electronic media degree program, not only will you produce hands-on content throughout your college career, you'll be prepared for media leadership roles through coursework like communication law, mass media and society, media management, and media ethics. The WSC Media Club, which is affiliated with the academic program, also provides hands-on opportunities and travel experiences to state and national conferences, visits to media outlets, and other activities. Internships provide professional experiences to enrich coursework.

## fast facts

### Hours:

36 hours for concentration  
30 hours in general education

*At least 120 hours are required for graduation from Wayne State College. You may add a second major, minor, or electives to help meet these requirements.*

**Degrees offered:** B.A. or B.S.

**Department:** Communication Arts

**School:** Arts and Humanities

**Internship:** Encouraged but not required

**Popular minors:** Digital Film Production, Communication Studies, Editing and Publishing, Journalism, Online Media, Promotion and Media, Spanish, Sport Management, Theatre, Travel and Tourism

## focus on results

### Skills Learned

- Hands-on media content creation
- Live broadcasting / sportscasting
- Editing video and audio (post-production and video graphics)
- Management and leadership
- Planning for productions and special events
- Legal and ethical standards for mass communication
- Journalism for electronic media
- Communication

### Possible Careers

- Social or digital media specialist
- Multimedia content producer
- Video producer
- Videographer / photographer
- On-air personality
- News reporter
- Sports commentator
- Disc jockey
- Program director
- Media planner or buyer
- Audio or video technician

### Types of Employers

- Film production companies
- Marketing firms
- TV stations
- Radio stations
- Public relations firms
- Advertising agencies
- Businesses and corporations
- Schools, colleges, and universities
- Self-employment

## outside the classroom

### Activities / Opportunities

- Media workshops
- Special event planning
- Trips and conferences
- Peer mentoring, tutoring, and collaborative learning
- Service-Learning
- Study Abroad

### Clubs / Organizations

- WSC Student Media (*KWSC-FM, KWSC-TV, The Wayne Stater*)
- Lambda Pi Eta (*national honor society for communication majors*)
- Media Club
- Wildcat PR
- Writing Club



Visit [www.wsc.edu/clubs](http://www.wsc.edu/clubs) to learn more about clubs and organizations on campus.



# Sample program of study

2022-23 Academic Year

Every effort is made to ensure this information is current, but please be aware that some content may have changed. There is no substitute for developing a careful course registration plan in consultation with your advisor. The class sequence listed is suggested only. The final decision rests with the student and academic advisor.

## Freshman - 1st semester

CNA 100 Principles of Human Communication (or other General Studies CAT 2).....	3
CNA 162 Radio Production .....	3
CNA 163 Intro to Mass Communication .....	3
CNA 274 Video Production I.....	3

## Freshman - 2nd semester

CNA 101 Intro to Theatre (or other General Studies CAT 4).....	3
CNA 220/320/420 Workshop.....	hours by advisement
CNA 473 Video Production II.....	3
ENG 102 Composition Skills (General Studies CAT 1).....	3

## Sophomore

CNA 220/320 Workshop.....	hours by advisement
CNA 280 News Writing.....	3
CNA 390 Multiplatform Journalism.....	3
General Studies CAT 3, CAT 7, and CAT 8, electives, or minor.....	3-9

## Junior

CNA 220/320/420 Workshop.....	hours by advisement
CNA 372 Media Ethics .....	3
CNA 379 Media Management.....	3
General Studies CAT 5 and CAT 6, electives, or minor .....	3-6

## Senior

CNA 220/320/420 Workshop.....	hours by advisement
CNA 400 Portfolio Seminar (final semester) .....	0
CNA 471 Mass Media and Society .....	3
CNA 475 Communication Law.....	3
General Studies CAT 9 and CAT 10, electives, or minor.....	3-6

\*Students enrolled in 48-hour major must add 12 hours of electronic media electives by advisement (see catalog).

## electronic media faculty



Visit [www.wsc.edu/commarts](http://www.wsc.edu/commarts) to learn more about the Department of Communication Arts.

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