Media Studies

Bachelor of Arts (BA)

The major applies perspectives from liberal arts disciplines in the social sciences and humanities to examine the central role that media plays in the economic, social, political, and cultural life of citizens in modern societies. Our emphasis in this major is historical and theoretical, examining media systems, institutions, policies, and practices. We offer students the analytical tools available to examine media—old and new, local to global—as well as media consumption and meaning-making processes.

The program wedds traditions from communication, history, anthropology, sociology, and political science with critical and cultural studies theory to analyze and assess the role and meaning of media in contemporary societies.

Declaring the Major

Students planning to declare a major in Media Studies are advised to read the Media Studies website in its entirety and then contact a student academic adviser as early as possible to discuss their academic program plans. Visit the program's website (http://mediastudies.ugis.berkeley.edu/) for application instructions and deadlines.

Students who wish to declare the major in Media Studies:

• Must have completed at least 30 units of college coursework before applying to the program.
• Must have completed at least three of the major prerequisites, including MEDIAST 10, MEDIAST N10 or MEDIAST W10.
• Must be currently enrolled in any remaining prerequisites at the time of application (see the list of approved major prerequisites on the Major Requirements tab).
• Must have a minimum grade point average (GPA) of 3.2 in courses relevant to the major. This includes the lower division prerequisite courses and the equivalency of transferred coursework as well as any lower or upper division courses already completed for the major.
• Must have earned a grade of B- or better in MEDIAST 10, MEDIAST N10 or MEDIAST W10. (Beginning fall 2020, Media Studies 10, N10 or W10 must be taken at UC Berkeley.)
• Should declare the major no later than the semester in which they complete the 70th unit if they were admitted to Berkeley as a freshman. Junior transfers should declare the major no later than their second semester at Berkeley and should contact a Media Studies student academic adviser concerning their eligibility and the equivalency of transferred coursework.

Students who meet the above criteria are eligible for admission to the major. Students who do not meet the above criteria but wish to declare Media Studies as their major should submit a letter of appeal with a completed application during designated application periods in the fall and spring.

More information regarding declaring the major is available on the Media Studies website (http://mediastudies.ugis.berkeley.edu/). The application dates and a link to the application are available on the home page.

Honors Program

To be admitted to the honors program, a student must have attained at least a 3.5 grade-point average (GPA) overall in the University and a 3.5 GPA in the major. In order to be granted honors, a student must write a thesis which in the judgment of the thesis adviser is characterized by superior distinction. The honors program includes two courses: MEDIAST H194 and MEDIAST H195. For further information on the honors program, please see the program’s website. (http://mediastudies.ugis.berkeley.edu/honors/)

Minor Program

There is no minor program in Media Studies.

In addition to the University, campus, and college requirements, listed on the College Requirements tab, students must fulfill the requirements specific to their major program.

General Guidelines

1. All courses taken to fulfill the major requirements below must be taken for graded credit (letter grade).
2. Students must complete a minimum of 28 upper division units in approved courses for the Media Studies major.
3. Students may not take more than two upper-division courses from any single outside department or program for the Media Studies major. This includes any combined courses which are counted as an elective taken simultaneously from all sponsoring departments or programs.
4. No more than one upper-division course may be used to simultaneously fulfill requirements for a student’s major and minor programs.
5. No more than two upper-division courses may be used to simultaneously fulfill requirements for major requirements for a double major.
6. A minimum grade point average (GPA) of 2.0 must be maintained in both upper and lower division courses used to fulfill the major requirements.

For information regarding residence requirements and unit requirements, please see the College Requirements tab.

Summary of Major Requirements

Prerequisites: Four courses

Media Studies core courses: Three courses

Methods: One course

Upper Division Electives: Five courses

Prerequisites

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<tr>
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<tr>
<td>MEDIAST 10</td>
<td>Introduction to Media Studies 1</td>
<td>4</td>
</tr>
<tr>
<td>or MEDIAST W10</td>
<td>Introduction to Media Studies</td>
<td></td>
</tr>
<tr>
<td>POL SCI 1</td>
<td>Introduction to American Politics 1</td>
<td>4</td>
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Select one of the following:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Units</th>
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</thead>
<tbody>
<tr>
<td>HISTORY 7B</td>
<td>Introduction to the History of the United States: The United States from Civil War to Present [4] 1</td>
<td></td>
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<tr>
<td>HISTORY 124A</td>
<td>The Recent United States: The United States from the Late 19th Century to the Eve of World War II [4]</td>
<td></td>
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</tbody>
</table>

[1] Equivalent courses approved by Media Studies Program

[4] Calculated units

[4] Calculated units
HISTORY 124 The Recent United States: The United States from World War II [4]

Select one of the following:
ANTHRO 3AC Introduction to Social/Cultural Anthropology (American Cultures) [4]
ECON 1 Introduction to Economics [4] 1
ECON 2 Introduction to Economics--Lecture Format [4] 1
PSYCH 1 General Psychology [3] 1
PSYCH 2 Principles of Psychology [3] 1
SOCIOL 1 Introduction to Sociology [4] 1
SOCIOL 3AC Principles of Sociology: American Cultures [4]

1 Or course equivalents, as recognized by assist.org (http://www.assist.org).

Media Studies Core Courses
MEDIAST 111 Media History 4
MEDIAST 112 Media Theories and Processes 4
MEDIAST 113 Media and Democracy 4

Methods
Select one lower or upper division course from the following:
MEDIAST 130 Research Methods in Media Studies [4]
POL SCI 3 Introduction to Empirical Analysis and Quantitative Methods [4]
PSYCH 101 Research and Data Analysis in Psychology [4]
SOCIOL 5 Evaluation of Evidence [4]
SOCIOL 105 Research Design and Sociological Methods [5]

Upper Division Electives
Students must complete five upper-division electives for the major, including at least one elective each from each of the following three groups:

- Group A: History
- Group B: Specialization in a Medium
- Group C: Theory and Application

All of the courses listed below are approved electives. This list is updated annually. Additional, prior to enrolling each term, Media Studies publishes a list of Current Courses. This list may include other courses that have been approved on a one-time basis—as electives for that semester only. The online archive will serve as a record of these course approvals. Students wishing to have any other course reviewed as a possible elective for Media Studies must submit a copy of the course syllabus to a faculty adviser.

Group A
AFRICAM 142A Third World Cinema 4
AMERSTD 101 Examining U.S. Cultures in Time 4
AMERSTD 101A Examining U.S. Cultures in Time 4
AMERSTD C112A American Cultural Landscapes, 1600 to 1900 4

Group B
AFRICAM 142A Third World Cinema 4
AFRICAM 142AC Race and American Film 4
ANTHRO 138A History and Theory of Ethnographic Film 4
ASAMST 171 Asian Americans in Film and Video 4
CHICANO 135A Latino Narrative Film: to the 1980s 4
CHICANO 135B Latino Narrative Film Since 1990 4
CHICANO 135C Latino Documentary Film 4
CHINESE 172 Contemporary Chinese Language Cinema 4
DEMOG 161 Population Apocalypse in Film and Science 3
EA LANG 182A History of American Business 3
EDUC 183 High School, The Movie 3
ENGLISH 173 The Language and Literature of Films 4
ENGLISH 176 Literature and Popular Culture 4
ETH STD 122AC Ethnicity and Race in Contemporary American Films 4
FILM 108 Special Topics in Film Genre 4
FILM 128 Documentary 4
FILM 129 History of Avant-Garde Film 4

AMERSTD C112A American Cultural Landscapes, 1900 to Present 4
AMERSTD 101C History of American Business 3
ANTHRO C136K Who Owns the Past? Cultural Heritage in a Digital Age 4
EA LANG 105 Dynamics of Romantic Core Values in East Asian Premodern Literature and Contemporary Film 4
ENV DES C169A American Cultural Landscapes, 1600 to 1900 4
ENV DES C169B American Cultural Landscapes, 1900 to Present 4
GEOG C160A American Cultural Landscapes, 1600 to 1900 4
GEOG C160B American Cultural Landscapes, 1900 to Present 4
HISTORY 122AC Antebellum America: The Advent of Mass Society 4
HISTORY 128AC California, the West, and the World 4
HISTORY 134A The Age of the City: The Age of the City, 1825-1933 4
HISTORY 182A Science, Technology, and Society 4
HISTORY C182C Introduction to Science, Technology, and Society 4
INFO 103 History of Information 4
ISF 100D Introduction to Technology, Society, and Culture 4
ISF 100G Introduction to Science, Technology, and Society 4
L & S C180W Who Owns the Past? Cultural Heritage in a Digital Age 4
MEDIAST 104A Freedom of Speech and the Press 3
MEDIAST 104B The History of Journalism 3
MEDIAST 104E History and Development of Online News 4
MEDIAST 170 Cultural History of Advertising 4
NATAMST 120AC Photography and the American Indian: Manifest Destiny, American Frontier, and Images of American Indians 4
RHETOR 171 The Problem of Mass Culture and the Rhetoric of Social Theory 4
UGBA C172 History of American Business 3

1 Or course equivalents, as recognized by assist.org (http://www.assist.org).
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
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<tr>
<td>FILM 140AC</td>
<td>Being: Cinema and the Immigrant Experience in America</td>
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<tr>
<td>FILM 151</td>
<td>Auteur Theory</td>
<td>4</td>
</tr>
<tr>
<td>FILM 160</td>
<td>National Cinema</td>
<td>4</td>
</tr>
<tr>
<td>FILM 177</td>
<td>Entertainment Law</td>
<td>4</td>
</tr>
<tr>
<td>FILM 179</td>
<td>Understanding Film Sound</td>
<td>4</td>
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<tr>
<td>FRENCH 177A</td>
<td>History and Criticism of Film</td>
<td>4</td>
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<tr>
<td>GWS 125</td>
<td>Women and Film</td>
<td>4</td>
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<tr>
<td>INFO C167</td>
<td>Virtual Communities/Social Media</td>
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<tr>
<td>ISF 100J</td>
<td>The Social Life of Computing</td>
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<tr>
<td>ITALIAN 170</td>
<td>The Italian Cinema: History, Genres, Authors</td>
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<tr>
<td>ITALIAN 175</td>
<td>Film and Literature (in English)</td>
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<tr>
<td>JAPAN 185</td>
<td>Introduction to Japanese Cinema</td>
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<td>JOURN 111</td>
<td>Social Media and Journalism</td>
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<tr>
<td>KOREAN 186</td>
<td>Introduction to Korean Cinema</td>
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<td>KOREAN 187</td>
<td>History and Memory in Korean Cinema</td>
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<td>KOREAN 188</td>
<td>Cold War Culture in Korea: Literature and Film</td>
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<td>MEDIAST 150</td>
<td>Topics in Film</td>
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<td>MEDIAST 165</td>
<td>Internet and Culture</td>
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<td>MEDIAST 180</td>
<td>Television Studies</td>
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<td>Television Studies</td>
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<td>NATAMST 158</td>
<td>Native Americans and the Cinema</td>
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<td>NATAMST N158</td>
<td>Native Americans and the Cinema</td>
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<td>NE STUD 165</td>
<td>Film and Fiction of Iran</td>
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<td>RHETOR 114</td>
<td>Rhetoric of New Media</td>
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<td>RHETOR 130</td>
<td>Novel into Film</td>
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<td>RHETOR 132T</td>
<td>Auteur in Film</td>
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<td>RHETOR 138</td>
<td>Television Criticism</td>
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<td>SCANDIN 115</td>
<td>Studies in Drama and Film</td>
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<td>SOCIOL 167</td>
<td>Virtual Communities/Social Media</td>
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<td>SOCIOL C167</td>
<td>Virtual Communities/Social Media</td>
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<tr>
<td>THEATER 118AC</td>
<td>Performance, Television, and Social Media</td>
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**Group C**

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<td>AFRICAM 134</td>
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<td>Information Technology and Society</td>
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<td>AMERSTD C134</td>
<td>Information Technology and Society</td>
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<td>ANTHRO 139</td>
<td>Controlling Processes</td>
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<td>ANTHRO 150</td>
<td>Utopia: Art and Power in Modern Times</td>
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<td>ANTHRO 155</td>
<td>Modernity</td>
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<td>ANTHRO 156A</td>
<td>Politics and Anthropology</td>
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<td>ANTHRO 156B</td>
<td>Culture and Power</td>
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<td>ANTHRO 160AC</td>
<td>Forms of Folklore</td>
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<td>ANTHRO 162</td>
<td>Topics in Folklore</td>
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<td>ANTHRO 166</td>
<td>Language, Culture, and Society</td>
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<td>ASAMST 132</td>
<td>Islamophobia and Constructing Otherness</td>
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<td>ASAMST 132AC</td>
<td>Islamophobia and Constructing Otherness</td>
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<td>ASAMST 138</td>
<td>Topics in Asian Popular Culture</td>
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<td>DEMOG 180</td>
<td>Social Networks</td>
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<td>DUTCH 171AC</td>
<td>From New Amsterdam to New York: Race, Culture, and Identity in New Netherland</td>
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<td>GWS 140</td>
<td>Feminist Cultural Studies</td>
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<tr>
<td>GWS C146B</td>
<td>Cultural Representations of Sexualities: Queer Visual Culture</td>
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<td>GLOBAL 100S</td>
<td>Global Societies and Cultures</td>
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<td>ISF 100C</td>
<td>Language and Identity</td>
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<td>ISF 100H</td>
<td>Introduction to Media and International Relations</td>
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<td>ISF 100I</td>
<td>Consumer Society and Culture</td>
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<td>JAPAN 178</td>
<td>Murakami Haruki and Miyazaki Hayao: the Politics of Japanese Culture from the Bubble to the Present</td>
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<td>JAPAN 181</td>
<td>Reframing Disasters: Fukushima, Before and After</td>
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<td>KOREAN 109</td>
<td>Korean Language in Popular Media</td>
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<td>Picturing Korea</td>
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<td>LGBT C146B</td>
<td>Cultural Representations of Sexualities: Queer Visual Culture</td>
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<td>L &amp; S C138</td>
<td>Art and Activism</td>
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<td>L &amp; S C180U</td>
<td>Wealth and Poverty</td>
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<td>Visual Culture</td>
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<td>MEDIAST 104D</td>
<td>Privacy in the Digital Age</td>
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<td>Media and Politics</td>
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<td>International Media</td>
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<td>MUSIC C138</td>
<td>Art and Activism</td>
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<tr>
<td>POL SCI 106A</td>
<td>American Politics: Campaign Strategy - Media</td>
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<td>POL SCI 161</td>
<td>Public Opinion, Voting and Participation</td>
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<td>POL SCI 164A</td>
<td>Political Psychology and Involvement</td>
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<td>Social Psychology</td>
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<td>Social Psychology</td>
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<td>PSYCH 166AC</td>
<td>Cultural Psychology</td>
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<td>PUB POL C103</td>
<td>Wealth and Poverty</td>
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<td>RHETOR 145</td>
<td>Science, Narrative, and Image</td>
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<td>SLAVIC 139</td>
<td>Post-Soviet Cultures</td>
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<td>SOCIOL 110</td>
<td>Organizations and Social Institutions</td>
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<td>SOCIOL 111AC</td>
<td>Sociology of the Family</td>
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<td>SOCIOL 117</td>
<td>Sport As a Social Institution</td>
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<td>SOCIOL 133</td>
<td>Sociology of Gender</td>
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<td>SOCIOL 140</td>
<td>Politics and Social Change</td>
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<td>SOCIOL 141</td>
<td>Social Movements and Political Action</td>
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<td>SOCIOL 145</td>
<td>Social Change</td>
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<td>Social Psychology</td>
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<td>Sociology of Culture</td>
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<td>SOCIOL 163</td>
<td>Popular Culture</td>
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<td>SOCIOL 166</td>
<td>Society and Technology</td>
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<td>UGBA 106</td>
<td>Marketing</td>
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<td>UGBA 160</td>
<td>Consumer Behavior</td>
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<tr>
<td>UGBA 165</td>
<td>Advertising Strategy</td>
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**Transfer Students**

Transfer students are urged to complete major prerequisite courses before arriving on campus. New transfers should see the major faculty adviser on arrival in order to have transfer prerequisites reviewed for approval if not on assist.org. Transfers may need assistance in adding Media Studies 10 to their schedules in fall 2020 and spring 2021 if they
did not take an approved equivalent at another school. They may also take Media Studies N10 or W10 during the summer when offered.

Beginning fall 2020, all students planning to apply to the Media Studies major at the University of California, Berkeley MUST complete Media Studies 10, N10 or W10 at UC Berkeley, in accordance with the policy approved Spring 2018. Any Media Studies 10 transfer course equivalents completed after summer 2020 will not satisfy the Media Studies 10 prerequisite requirement. Media Studies 10, N10 or W10 must be completed before applying to the major.

Undergraduate students must fulfill the following requirements in addition to those required by their major program.

For detailed lists of courses that fulfill college requirements, please review the College of Letters & Sciences (http://guide.berkeley.edu/undergraduate/colleges-schools/letters-science/) page in this Guide. For College advising appointments, please visit the L&S Advising (https://ls.berkeley.edu/advising/about-undergraduate-advising-services/) Pages.

University of California Requirements

Entry Level Writing (http://writing.berkeley.edu/node/78/)

All students who will enter the University of California as freshmen must demonstrate their command of the English language by fulfilling the Entry Level Writing requirement. Fulfillment of this requirement is also a prerequisite to enrollment in all reading and composition courses at UC Berkeley.

American History and American Institutions (http://guide.berkeley.edu/undergraduate/colleges-schools/letters-science/american-history-institutions-requirement/)

The American History and Institutions requirements are based on the principle that a US resident graduated from an American university, should have an understanding of the history and governmental institutions of the United States.

Berkeley Campus Requirement

American Cultures (http://americancultures.berkeley.edu/students/courses/)

All undergraduate students at Cal need to take and pass this course in order to graduate. The requirement offers an exciting intellectual environment centered on the study of race, ethnicity and culture of the United States. AC courses offer students opportunities to be part of research-led, highly accomplished teaching environments, grappling with the complexity of American Culture.

College of Letters & Science Essential Skills Requirements

Quantitative Reasoning (http://guide.berkeley.edu/undergraduate/colleges-schools/letters-science/quantitative-reasoning-requirement/)

The Quantitative Reasoning requirement is designed to ensure that students graduate with basic understanding and competency in math, statistics, or computer science. The requirement may be satisfied by exam or by taking an approved course.

Foreign Language (http://guide.berkeley.edu/undergraduate/colleges-schools/letters-science/foreign-language-requirement/)

The Foreign Language requirement may be satisfied by demonstrating proficiency in reading comprehension, writing, and conversation in a foreign language equivalent to the second semester college level, either by passing an exam or by completing approved course work.

Reading and Composition (http://guide.berkeley.edu/undergraduate/colleges-schools/letters-science/reading-composition-requirement/)

In order to provide a solid foundation in reading, writing, and critical thinking the College requires two semesters of lower division work in composition in sequence. Students must complete parts A & B reading and composition courses by the end of their second semester and a second-level course by the end of their fourth semester.

College of Letters & Science 7 Course Breadth Requirements

Breadth Requirements (http://guide.berkeley.edu/undergraduate/colleges-schools/letters-science/#breadthrequirementstext)

The undergraduate breadth requirements provide Berkeley students with a rich and varied educational experience outside of their major program. As the foundation of a liberal arts education, breadth courses give students a view into the intellectual life of the University while introducing them to a multitude of perspectives and approaches to research and scholarship. Engaging students in new disciplines and with peers from other majors, the breadth experience strengthens interdisciplinary connections and context that prepares Berkeley graduates to understand and solve the complex issues of their day.

Unit Requirements

- 120 total units
- Of the 120 units, 36 must be upper division units
- Of the 36 upper division units, 6 must be taken in courses offered outside your major department

Residence Requirements

For units to be considered in ‘residence,’ you must be registered in courses on the Berkeley campus as a student in the College of Letters & Science. Most students automatically fulfill the residence requirement by attending classes here for four years. In general, there is no need to be concerned about this requirement, unless you go abroad for a semester or year or want to take courses at another institution or through UC Extension during your senior year. In those cases, you should make an appointment to meet an adviser to determine how you can meet the Senior Residence Requirement.

Note: Courses taken through UC Extension do not count toward residence.

Senior Residence Requirement

After you become a senior (with 90 semester units earned toward your BA degree), you must complete at least 24 of the remaining 30 units in residence in at least two semesters. To count as residence, a semester must consist of at least 6 passed units. Intercampus Visitor, EAP, and UC Berkeley-Washington Program (UCDC) units are excluded.

You may use a Berkeley Summer Session to satisfy one semester of the Senior Residence requirement, provided that you successfully complete 6 units of course work in the Summer Session and that you have been enrolled previously in the college.
Modified Senior Residence Requirement
Participants in the UC Education Abroad Program (EAP), Berkeley Summer Abroad, or the UC Berkeley Washington Program (UCDC) may meet a Modified Senior Residence requirement by completing 24 (excluding EAP) of their final 60 semester units in residence. At least 12 of these 24 units must be completed after you have completed 90 units.

Upper Division Residence Requirement
You must complete in residence a minimum of 18 units of upper division courses (excluding UCEAP units), 12 of which must satisfy the requirements for your major.

Mission
The Media Studies major at the University of California at Berkeley is an undergraduate interdisciplinary group major in the Office of Undergraduate and Interdisciplinary Studies (UGIS). Courses taught by core faculty in Media Studies cover media history and theory with an emphasis on media systems, policy, and practices. Additionally, faculty from multiple departments across campus bring the perspectives and methods of their fields to bear on the analysis of media in a variety of elective courses. We offer students the analytical tools available to examine media—old and new, local to global—as well as media consumption and meaning-making processes.

The three core courses examine media history, theory and institutions/policy. We provide students the analytical tools available to examine media—old and new, local to global—as well as media consumption and meaning-making processes.

In addition to the core courses, students must take an approved methods course in the social sciences and five approved elective courses, including at least one from each of these three groups: Group A: History; Group B: Specialization in a Medium; and Group C: Theory and Application.

Core courses and electives offered by the Media Studies program—whether examining popular culture and entertainment, advertising, or news and information viewed on cinema, television, computer, or mobile phone screens—ask students to develop critical thinking and analytical skills. Students may also choose to take approved electives offered by other disciplines on campus including anthropology, English, history, linguistics, journalism, political science, and sociology to name a few.

Critical analysis in media studies involves identifying and evaluating evidence, understanding theoretical concepts and being able to apply them to new media materials or situations, and examining the relationships between words and images.

Learning Goals for the Major
Visit Learning Initiative (http://mediastudies.ugis.berkeley.edu/learning-initiative/) on the Media Studies website (http://mediastudies.ugis.berkeley.edu/).

Media Studies
Expand all course descriptions [+]Collapse all course descriptions [-]
MEDIAST N10 Introduction to Media Studies
4 Units
Terms offered: Summer 2018 First 6 Week Session, Summer 2017 8 Week Session, Summer 2016 8 Week Session
The objective of this class is to enhance students' knowledge of media's industrial and cultural functions by introducing them to key perspectives and methods of study that stress a) how media systems have and continue to develop in the United States and across the globe as well as b) how we use and make meaning with media as part of our everyday lived experiences. To consider media's social, economic, political, and cultural impact, the course will investigate a number of ways of understanding its production, form, reception, and influence, being careful to recognize how these approaches relate to each other and to a wide array of diverse case studies in television, film, recorded music, print, video games, and online.

Rules & Requirements
Credit Restrictions: A deficient grade may be removed by taking Media Studies 10 or Media Studies N10.

Hours & Format
Summer:
6 weeks - 10 hours of lecture per week
8 weeks - 8 hours of lecture per week
10 weeks - 6 hours of lecture per week

Additional Details
Subject/Course Level: Media Studies/Undergraduate
Grading/Final exam status: Letter grade. Final exam required.

MEDIAST W10 Introduction to Media Studies
4 Units
Terms offered: Summer 2020 8 Week Session
This class enhances your knowledge of media's industrial and cultural functions by introducing you to key perspectives and methods of study that stress the impact of media systems and practices at both the societal and individual levels—and vice versa. To consider media's social, economic, and political significance, we will investigate a number of ways of understanding its production, form, reception, and influence, being careful to recognize how these approaches relate to each other and to a wide array of diverse case studies.

Rules & Requirements
Credit Restrictions: Students will receive no credit for MEDIAST W10 after completing MEDIAST 10, or MEDIAST N10. A deficient grade in MEDIAST W10 may be removed by taking MEDIAST 10, MEDIAST N10, MEDIAST 10, or MEDIAST N10.

Hours & Format
Fall and/or spring: 15 weeks - 3 hours of web-based lecture and 2 hours of web-based discussion per week
Summer: 8 weeks - 6 hours of web-based lecture and 4 hours of web-based discussion per week
Online: This is an online course.

Additional Details
Subject/Course Level: Media Studies/Undergraduate
Grading/Final exam status: Letter grade. Final exam required.
Instructor: Jackson

MEDIAST 24 Freshman Seminar 1 Unit
Terms offered: Fall 2019, Spring 2019, Fall 2018
The Freshman Seminar Program has been designed to provide new students with the opportunity to explore an intellectual topic with a faculty member in a small seminar setting. Freshman seminars are offered in all campus departments, and topics vary from department to department and semester to semester. Enrollment limited to 15 freshmen.

Rules & Requirements
Repeat rules: Course may be repeated for credit when topic changes.

Hours & Format
Fall and/or spring: 15 weeks - 1 hour of seminar per week

Additional Details
Subject/Course Level: Media Studies/Undergraduate
Grading/Final exam status: The grading option will be decided by the instructor when the class is offered. Final Exam To be decided by the instructor when the class is offered.
MEDIAST 39 Freshman/Sophomore Seminar
1.5 - 2 Units
Terms offered: Not yet offered
Freshman and sophomore seminars offer lower division students the opportunity to explore an intellectual topic with a faculty member and a group of peers in a small-seminar setting. These seminars are offered in all campus departments; topics vary from department to department and from semester to semester.
Freshman/Sophomore Seminar: Read More [+]
Rules & Requirements
Repeat rules: Course may be repeated for credit when topic changes.

Hours & Format
Fall and/or spring: 15 weeks - 1.5-2 hours of lecture per week

Additional Details
Subject/Course Level: Media Studies/Undergraduate
Grading/Final exam status: The grading option will be decided by the instructor when the class is offered. Final Exam To be decided by the instructor when the class is offered.
Formerly known as: Mass Communications 39

MEDIAST 84 Sophomore Seminar 1 or 2 Units
Terms offered: Fall 2017, Spring 2016, Fall 2010
Sophomore seminars are small interactive courses offered by faculty members in departments all across the campus. Sophomore seminars offer opportunity for close, regular intellectual contact between faculty members and students in the crucial second year. The topics vary from department to department and semester to semester. Enrollment limited to 15 sophomores.
Sophomore Seminar: Read More [+]
Rules & Requirements
Prerequisites: At discretion of instructor
Repeat rules: Course may be repeated for credit when topic changes.

Hours & Format
Fall and/or spring:
5 weeks - 3-6 hours of seminar per week
10 weeks - 1.5-3 hours of seminar per week
15 weeks - 1-2 hours of seminar per week

Additional Details
Subject/Course Level: Media Studies/Undergraduate
Grading/Final exam status: The grading option will be decided by the instructor when the class is offered. Final Exam To be decided by the instructor when the class is offered.

MEDIAST 101 Visual Culture 4 Units
Terms offered: Fall 2019, Spring 2019, Spring 2018
Our highly mediated culture provides an ever-intensifying richness of visual information. Using a mix of film, television, photography, advertising, and/or the internet, this class will explore cultural and social theoretical approaches to critically analyzing visual media and viewing practices from a Media Studies perspective. The course is designed to foster a critical understanding of media images, inviting students to question and critique the many and multiple messages at work within visual culture.
Visual Culture: Read More [+]
Rules & Requirements
Prerequisites: Media Studies major or consent of instructor

Hours & Format
Fall and/or spring: 15 weeks - 3-4 hours of lecture and 2-0 hours of discussion per week

Additional Details
Subject/Course Level: Media Studies/Undergraduate
Grading/Final exam status: Letter grade. Final exam required.
Instructor: Jackson

MEDIAST 103 Understanding Journalism 4 Units
Terms offered: Spring 2018, Spring 2017
In this course, students learn why sound journalism is so important to a healthy, working democracy. Journalism is rapidly changing. The class will give a context to those changes and provide an overview of contemporary journalistic institutions. Students will examine how news is made, who decides what news is, who makes it, who profits by it, and what rules guide how reporters and editors work. Central issues affecting journalism, such as bias and professionalism, will be discussed. The class is not specifically intended for future journalists, but students will learn why pursuing a career in journalism can be so fulfilling and thrilling, as well as becoming better consumers of the news.
Understanding Journalism: Read More [+]
Rules & Requirements
Prerequisites: Media Studies major or consent of instructor

Hours & Format
Fall and/or spring: 15 weeks - 3-4 hours of lecture per week

Additional Details
Subject/Course Level: Media Studies/Undergraduate
Grading/Final exam status: Letter grade. Final exam required.
Instructor: Goldstein

Understanding Journalism: Read Less [-]
MEDIAST 104A Freedom of Speech and the Press 3 Units
Terms offered: Spring 2020, Spring 2019, Spring 2018
The course considers the history and contemporary meaning of the First Amendment guarantees of freedom of speech and the press. Emphasizing the real world implications of major Supreme Court decisions, the course examines restrictions on speech and press imposed by national security, libel, injurious speech, and privacy, as well as issues of access to information and government regulation of new media.
Freedom of Speech and the Press: Read More [+]

Rules & Requirements

Prerequisites: Media Studies major or consent of instructor

Hours & Format

Fall and/or spring: 15 weeks - 3-4 hours of lecture per week

Additional Details

Subject/Course Level: Media Studies/Undergraduate

Grading/Final exam status: Letter grade. Final exam required.

Formerly known as: Mass Communications 104

Freedom of Speech and the Press: Read Less [-]

MEDIAST 104B The History of Journalism 3 Units
Terms offered: Spring 2019, Fall 2017, Fall 2015
The history of journalism is a broad subject--far broader than can comprehensively be covered in a single course. So necessarily, this course takes an idiosyncratic approach. This course examines how news has been defined, discovered, and communicated from its early modern origins to the present. It will also focus on particular areas of journalism. The class will take a critical look at how wars get reported on, including the current war in Iraq. The class will examine the role of journalists in the rise of the Cold War more than half a century ago. It will also examine the importance of media barons, by studying two highly readable biographies, one of William Randolph Hearst, the other of Katherine Graham. And finally, the class will look at the role journalists played in unseating President Nixon.
The History of Journalism: Read More [+]

Rules & Requirements

Prerequisites: 10 or consent of instructor

Hours & Format

Fall and/or spring: 15 weeks - 3 hours of lecture per week

Additional Details

Subject/Course Level: Media Studies/Undergraduate

Grading/Final exam status: Letter grade. Final exam required.

Formerly known as: Journalism 141

The History of Journalism: Read Less [-]

MEDIAST 104D Privacy in the Digital Age 3 Units
Terms offered: Fall 2020, Fall 2019, Fall 2018
This course examines issues of privacy in contemporary society, with an emphasis on how privacy is affected by technological change. After an introduction to features of the American legal system and the theoretical underpinnings of privacy law, we will consider privacy in the context of law enforcement and national security investigations; government records and databases; commercial enterprises; and the freedoms of speech and press.
Privacy in the Digital Age: Read More [+]

Hours & Format

Fall and/or spring: 15 weeks - 3 hours of lecture per week

Additional Details

Subject/Course Level: Media Studies/Undergraduate

Grading/Final exam status: Letter grade. Final exam required.

Privacy in the Digital Age: Read Less [-]

MEDIAST 104E History and Development of Online News 4 Units
Terms offered: Fall 2020, Fall 2019
This course will examine the history of online news beginning with the earliest experiments with news delivered via dedicated terminals. From there, we’ll look at the impact of the personal computer’s growth and the rise of proprietary dial-up online services. The open, Wild West nature of the early Web brought new possibilities but also the beginning of debates about credibility, free vs. paid content and competitive challenges that continue to this day. We’ll focus on key figures in technology and journalism who shaped the new medium, and trace how its growth undermined traditional economic models even as it enabled the rise of new ones, continuing through today’s world of mobile apps, aggregators and social media.
History and Development of Online News: Read More [+]

Rules & Requirements

Prerequisites: Media Studies major or consent of instructor

Credit Restrictions: Students will receive no credit for Media Studies 104E after taking Media Studies 190: Special Topics: History and Development of Online News.

Hours & Format

Fall and/or spring: 15 weeks - 4 hours of lecture per week

Additional Details

Subject/Course Level: Media Studies/Undergraduate

Grading/Final exam status: Letter grade. Alternative to final exam.

Instructor: Jaroslovsky

History and Development of Online News: Read Less [-]
MEDIAST 111 Media History 4 Units
Terms offered: Fall 2020, Spring 2020, Fall 2019
This is a lecture-format survey course on the history of media forms, technologies, institutions, and regulation—from the origins of writing, invention of print technology, through the development of digital media. Attention to the specific characteristics of individual media, the changing role of media as a force in culture along with the hopes as well as anxieties they provoke, and the continually transforming institutions and business of media will all be touched on. The role of media forms in the creation of public discourse and the social controls on media through censorship, legal constraints, and economic policies will also be examined.
Prerequisites: Media Studies 10, Media Studies major or consent of instructor
Hours & Format
Fall and/or spring: 15 weeks - 3 hours of lecture and 2 hours of discussion per week
Additional Details
Subject/Course Level: Media Studies/Undergraduate
Grading/Final exam status: Letter grade. Final exam required.
Instructor: Berry
Media History: Read More [+]
Rules & Requirements
Prerequisites: Media Studies 10, Media Studies major or consent of instructor
Credit Restrictions: Students will receive no credit for Media Studies 112 after taking Media Studies 102 or Mass Communications 102.
Hours & Format
Fall and/or spring: 15 weeks - 3 hours of lecture and 2 hours of discussion per week
Additional Details
Subject/Course Level: Media Studies/Undergraduate
Grading/Final exam status: Letter grade. Final exam required.
Instructor: Timke
Media Theories and Processes: Read Less [-]

MEDIAST 112 Media Theories and Processes 4 Units
Terms offered: Fall 2020, Fall 2019, Fall 2018
This course will familiarize you with the often-contentious history of media theory. At issue among scholars working within different theoretical and research traditions are core disagreements about what should be studied (institutions, texts, audiences, and/or technologies) and how media should be studied (for applied, “practical” purposes or with an eye that is critical of power and institutional structures). Course readings and lectures stress an understanding of these various research traditions by focusing on the cultural, historical, political, and social contexts surrounding them, the research models and methods used, and the findings and conclusions reached.
Prerequisites: Media Studies 10, Media Studies major or consent of instructor
Hours & Format
Fall and/or spring: 15 weeks - 3 hours of lecture and 2 hours of discussion per week
Additional Details
Subject/Course Level: Media Studies/Undergraduate
Grading/Final exam status: Letter grade. Final exam required.
Instructor: Timke
Media Theories and Processes: Read More [+]
Rules & Requirements
Prerequisites: Media Studies 10, Media Studies major or consent of instructor
Credit Restrictions: Students will receive no credit for Media Studies 112 after taking Media Studies 102 or Mass Communications 102.
Hours & Format
Fall and/or spring: 15 weeks - 3 hours of lecture and 2 hours of discussion per week
Additional Details
Subject/Course Level: Media Studies/Undergraduate
Grading/Final exam status: Letter grade. Final exam required.
Instructor: Bolton
Media and Democracy: Read Less [-]

MEDIAST 113 Media and Democracy 4 Units
Terms offered: Spring 2020, Spring 2019
An interdisciplinary examination of the role and power of media for civic engagement and state-public interactions.
Prerequisites: Media Studies 10, Media Studies major or consent of instructor
Hours & Format
Fall and/or spring: 15 weeks - 3 hours of lecture and 2 hours of discussion per week
Additional Details
Subject/Course Level: Media Studies/Undergraduate
Grading/Final exam status: Letter grade. Final exam required.
Instructor: Bolton
Media and Democracy: Read More [+]
Rules & Requirements
Prerequisites: Media Studies 10, Media Studies major or consent of instructor
Credit Restrictions: Students will receive no credit for Media Studies 112 after taking Media Studies 102 or Mass Communications 102.
Hours & Format
Fall and/or spring: 15 weeks - 3 hours of lecture and 2 hours of discussion per week
Additional Details
Subject/Course Level: Media Studies/Undergraduate
Grading/Final exam status: Letter grade. Final exam required.
Instructor: Bolton
Media and Democracy: Read Less [-]
MEDIAST 130 Research Methods in Media Studies 4 Units
Terms offered: Fall 2020, Fall 2019, Fall 2018
This course is intended to familiarize students with some of the primary quantitative and qualitative research methods used to study media texts and audiences. In addition to reading and critiquing prior research employing various methodologies, students will gain practical hands-on experience using these methods in sample research projects.

Rules & Requirements
Prerequisites: 10 or permission of instructor

Hours & Format
Fall and/or spring: 15 weeks - 4 hours of lecture per week

Additional Details
Subject/Course Level: Media Studies/Undergraduate
Grading/Final exam status: Letter grade. Final exam required.
Instructor: Timke

MEDIAST 140 Media and Politics 4 Units
Terms offered: Fall 2016, Spring 2015, Spring 2014
This course examines the interactions of media and politics. The dynamics of media (print, broadcast, digital) and political engagement (local, national, international) are studied through one or a combination of the following lenses: campaign messaging, news and political coverage, social movements, protest and resistance, social media platforms, satire and other entertainment forms.

Rules & Requirements
Prerequisites: Junior or senior standing in the Media Studies major

Hours & Format
Fall and/or spring: 15 weeks - 4 hours of lecture per week

Additional Details
Subject/Course Level: Media Studies/Undergraduate
Grading/Final exam status: Letter grade. Final exam required.
Instructor: Timke

MEDIAST 150 Topics in Film 4 Units
Terms offered: Fall 2012, Fall 2009
Topics in film employs theory to examine different film genres, historical periods, and topics.

Rules & Requirements
Prerequisites: 10 or consent of instructor

Repeat rules: Course may be repeated for credit without restriction.

Hours & Format
Fall and/or spring: 15 weeks - 4 hours of seminar per week

Additional Details
Subject/Course Level: Media Studies/Undergraduate
Grading/Final exam status: Letter grade. Final exam required.
Formerly known as: Mass Communications 190
Topics in Film: Read Less [-]

Instructor: Timke

MEDIAST 160 International Media 4 Units
Terms offered: Spring 2020, Spring 2019, Fall 2018
This course offers an introduction to international communication and globalization theory, examines media industries abroad (focusing on one or more of the following: film, television, music, news, magazines, advertising, and/or new media), and explores content produced within those industries through specific case studies. Possible topics include alternatives to Hollywood film (Bollywood and Nollywood), television format sales and programming, the globalization of popular cultures (e.g., Korean Wave and Swedish music), diasporic communities, and global networks and fandoms.

Rules & Requirements
Prerequisites: Media Studies major or consent of instructor

Repeat rules: Course may be repeated for credit when topic changes.

Hours & Format
Fall and/or spring: 15 weeks - 4 hours of lecture per week

Additional Details
Subject/Course Level: Media Studies/Undergraduate
Grading/Final exam status: Letter grade. Final exam required.
Instructor: Timke

International Media: Read Less [-]
MEDIAST 165 Internet and Culture 4 Units
Terms offered: Spring 2020, Fall 2018, Fall 2017
This class uses the approaches of media studies and cultural studies to critically consider how historical and emerging new media technologies—as well as the behaviors and forms of cultural production associated with them—influence and are themselves influenced by our everyday practices and lived experiences. It focuses particularly on concerns of identity, community, access, citizenship, industry, and regulation as these relate to social networking, collective endeavor, and public speech.
Internet and Culture: Read More [+]
Rules & Requirements
Prerequisites: Media Studies major or consent of instructor
Hours & Format
Fall and/or spring: 15 weeks - 4 hours of seminar per week
Additional Details
Subject/Course Level: Media Studies/Undergraduate
Grading/Final exam status: Letter grade. Final exam required.
Instructor: Jackson
Internet and Culture: Read Less [-]

MEDIAST 170 Cultural History of Advertising 4 Units
Terms offered: Fall 2020, Fall 2019, Spring 2018
This course examines the place and impact of advertising in the rise of consumer culture within the United States from the late 19th century to present. The course explores the functions and purposes of advertising and employs rhetorical/visual analysis and semiotic theory to analyze advertising themes and images from different historical periods.
Cultural History of Advertising: Read More [+]
Rules & Requirements
Prerequisites: Media Studies major or consent of instructor
Repeat rules: Course may be repeated for credit when topic changes.
Hours & Format
Fall and/or spring: 15 weeks - 4 hours of lecture per week
Additional Details
Subject/Course Level: Media Studies/Undergraduate
Grading/Final exam status: Letter grade. Final exam required.
Instructor: Timke
Cultural History of Advertising: Read Less [-]

MEDIAST 180 Television Studies 4 Units
Terms offered: Fall 2020, Fall 2018, Spring 2018
This course examines contemporary approaches to the study of television, investigating television's social, political, commercial, and cultural dimensions. Readings and assignments require students to apply critical perspectives to television programming and to the analysis of individual television texts.
Television Studies: Read More [+]
Rules & Requirements
Prerequisites: Media Studies major or consent of instructor
Repeat rules: Course may be repeated for credit when topic changes.
Hours & Format
Fall and/or spring: 15 weeks - 4 hours of lecture per week
Additional Details
Subject/Course Level: Media Studies/Undergraduate
Grading/Final exam status: Letter grade. Final exam required.
Instructor: Jackson
Television Studies: Read Less [-]

MEDIAST N180 Television Studies 3 Units
Terms offered: Summer 2019 Second 6 Week Session
This course examines contemporary approaches to the study of television, investigating television's social, political, commercial, and cultural dimensions. Readings and assignments require students to apply critical perspectives to television programming and to the analysis of individual television texts.
Television Studies: Read More [+]
Rules & Requirements
Credit Restrictions: A deficient grade may be removed by taking Media Studies 180 (4 units) or Media Studies N180 (3 units).
Hours & Format
Summer:
6 weeks - 7.5 hours of lecture per week
8 weeks - 6 hours of lecture per week
10 weeks - 4.5 hours of lecture per week
Additional Details
Subject/Course Level: Media Studies/Undergraduate
Grading/Final exam status: Letter grade. Final exam required.
Instructor: Jackson
Television Studies: Read Less [-]
MEDIAST 190 Special Topics in Media Studies 2 - 4 Units
Terms offered: Fall 2020, Summer 2020 8 Week Session, Summer 2020 First 6 Week Session
Normally open only to Media Studies majors who have already completed 12 units of upper division work in the major. Advanced study in Media Studies with topics to be announced each semester.
Special Topics in Media Studies: Read More [+]
Rules & Requirements
Prerequisites: Media Studies major or consent of instructor
Repeat rules: Course may be repeated for credit without restriction.
Hours & Format
Fall and/or spring: 15 weeks - 2-4 hours of lecture per week
Summer:
6 weeks - 5-10 hours of lecture per week
8 weeks - 3.5-7.5 hours of lecture per week
Additional Details
Subject/Course Level: Media Studies/Undergraduate
Grading/Final exam status: Letter grade. Final exam required.
Formerly known as: Mass Communications 190
Special Topics in Media Studies: Read Less [-]
MEDIAST H194 Honors Thesis Preparation 3 Units
Terms offered: Fall 2020, Fall 2019, Fall 2018
This course is designed to guide you through the preliminary steps and stages of writing a successful honors thesis. The course will assist you in writing appropriate research questions and research proposals as well as developing strategies for taking useful notes and summarizing relevant scholarship. We will review relevant quantitative and qualitative research methods used in Media Studies as a means of helping you identifying the most appropriate research method(s) to answer your research question(s). The course culminates in the completion of the literature review for your honors thesis. Successful completion of Media Studies H194 (or instructor permission) is a prerequisite for Media Studies H195. Honors Thesis Preparation: Read More [+]
Rules & Requirements
Prerequisites: Media Studies major and meets honors GPA requirements
Hours & Format
Fall and/or spring: 15 weeks - 2 hours of colloquium per week
Additional Details
Subject/Course Level: Media Studies/Undergraduate
Grading/Final exam status: Letter grade. Alternative to final exam.
Instructors: Bolton, Davis
Honors Thesis Preparation: Read Less [-]
MEDIAST H195 Honors Seminar 3 Units
Terms offered: Spring 2020, Spring 2019, Spring 2018
Under the supervision of the instructor, students will work toward completion of scholarly theses in the field. Honors Seminar: Read More [+]
Rules & Requirements
Prerequisites: Media Studies major and meets honors GPA requirements plus Media Studies H194 or consent of instructor
Hours & Format
Fall and/or spring: 15 weeks - 3 hours of seminar per week
Additional Details
Subject/Course Level: Media Studies/Undergraduate
Grading/Final exam status: Letter grade. Alternative to final exam.
Instructors: Bolton, Davis
Honors Seminar: Read Less [-]
MEDIAST C196A UCDC Core Seminar 4 Units
This course is the UCDC letter-graded core seminar for 4 units that complements the P/NP credited internship course UGIS C196B. Core seminars are designed to enhance the experience of and provide an intellectual framework for the student's internship. UCDC core seminars are taught in sections that cover various tracks such as the Congress, media, bureaucratic organizations and the Executive Branch, international relations, public policy and general un-themed original research.
UCDC Core Seminar: Read More [+]
Rules & Requirements
Prerequisites: C196B (must be taken concurrently)
Hours & Format
Fall and/or spring: 15 weeks - 3 hours of seminar per week
Summer: 10 weeks - 4.5 hours of seminar per week
Additional Details
Subject/Course Level: Media Studies/Undergraduate
Grading/Final exam status: Letter grade. Final exam not required.
Also listed as: GWS C196A/HISTART C196A/HISTORY C196A/ POL SCI C196A/POLECON C196A/SOCIOL C196A/UGIS C196A
UCDC Core Seminar: Read Less [-]
MEDIAST C196B UCDC Internship 6.5 Units
This course provides a credited internship for all students enrolled in the UCDC and Cal in the Capital Programs. It must be taken in conjunction with the required academic core course C196A. C196B requires that students work 3-4 days per week as interns in settings selected to provide them with exposure to and experience in government, public policy, international affairs, media, the arts or other areas or relevance to their major fields of study.
UCDC Internship: Read More [+]
Rules & Requirements
Prerequisites: C196A (must be taken concurrently)
Hours & Format
Fall and/or spring: 15 weeks - 20 hours of internship per week
Additional Details
Subject/Course Level: Media Studies/Undergraduate
Grading/Final exam status: Offered for pass/not pass grade only. Final exam not required.
Also listed as: GWS C196B/HISTART C196B/HISTORY C196B/ POL SCI C196B/POLECON C196B/SOCIOL C196B/UGIS C196B
UCDC Internship: Read Less [-]

MEDIAST C196W Special Field Research 10.5 Units
Students work in selected internship programs approved in advance by the faculty coordinator and for which written contracts have been established between the sponsoring organization and the student. Students will be expected to produce two progress reports for their faculty coordinator during the course of the internship, as well as a final paper for the course consisting of at least 35 pages. Other restrictions apply; see faculty adviser.
Special Field Research: Read More [+]
Rules & Requirements
Prerequisites: Consent of instructor
Repeat rules: Course may be repeated for credit up to a total of 12 units.
Hours & Format
Fall and/or spring: 15 weeks - 3 hours of seminar and 25 hours of internship per week
Summer:
6 weeks - 7.5 hours of seminar and 60 hours of internship per week
8 weeks - 6 hours of seminar and 50 hours of internship per week
Additional Details
Subject/Course Level: Media Studies/Undergraduate
Grading/Final exam status: Letter grade. Final exam not required.
Formerly known as: 196W
Also listed as: GWS C196W/HISTART C196W/HISTORY C196W/ POL SCI C196W/POLECON C196W/SOCIOL C196W/UGIS C196W
Special Field Research: Read Less [-]
MEDIAST 198 Directed Group Study for Advanced Undergraduates 1 - 4 Units
Terms offered: Spring 2012, Spring 2011, Fall 2010
Seminars for the group study of selected topics not covered by regularly scheduled courses. Topics will vary from year to year.

Rules & Requirements
Prerequisites: Media Studies major, with at least junior standing
Repeat rules: Course may be repeated for credit without restriction.

Hours & Format
Fall and/or spring: 15 weeks - 1-4 hours of directed group study per week

Additional Details
Subject/Course Level: Media Studies/Undergraduate
Grading/Final exam status: Offered for pass/not pass grade only. Final exam not required.
Formerly known as: Mass Communications 198

MEDIAST 199 Supervised Independent Study for Advanced Undergraduates 1 - 4 Units
Terms offered: Fall 2013, Fall 2012, Summer 2012 10 Week Session
Independent study and research by arrangement with faculty.

Rules & Requirements
Prerequisites: Media Studies major, with at least junior standing
Credit Restrictions: Enrollment is restricted; see the Introduction to Courses and Curricula section of this catalog.
Repeat rules: Course may be repeated for credit without restriction.

Hours & Format
Fall and/or spring: 15 weeks - 0 hours of independent study per week
Summer:
6 weeks - 2.5-10 hours of independent study per week
8 weeks - 1.5-7.5 hours of independent study per week

Additional Details
Subject/Course Level: Media Studies/Undergraduate
Grading/Final exam status: Offered for pass/not pass grade only. Final exam not required.
Formerly known as: Mass Communications 199