

**Student Name**

***Media Communications***

**Self- Determined Major Proposal**

**Cumulative GPA:**

## ***Rationale***

As our world becomes more technologically advanced, the media landscape is rapidly adapting to fit new ideas about how we are meant to engage. Media, such as TV and film, have long been a part of our day-to-day lives, but with the wide adoption of new technology including handheld devices, streaming, social media, etc., media is with us all day long. Now we are never *not* engaged, whether it's with social media, our phones, a tablet, our televisions, watching movies, reading the news, etc. This rise of a media-focused age calls for an ability to work within this context and find ways to make various media meaningful and worth our time. Media Communications is the culmination of this need, as it balances a knowledge of media itself, an understanding of how our current society functions, and a grasp of the business concepts that make the industry run. Professionals in this field have a proficiency in all of these subjects and more, which may allow them to take on roles in a variety of different forms of media simultaneously. For instance, someone in media communications possesses the ability to storytell and entertain, understanding how to market a medium in an effective way. They also can run a production from behind the scenes, knowing the inner workings of a media business and how to manage and master the many moving parts that go into creating something engaging that people will see. To work in this field, a media communications major must be creative, adaptive, organized, and thoughtful so they may engage with media in purposeful ways and be able to take charge of tasks ahead of them. My approach to this field will give me a broad and useful education in the many ways I can engage with the media. Studying Media Communications will allow me opportunities to create, organize, view, and interpret media. I will acquire skills in writing, perceiving ideologies, media/storytelling ethics, business concepts, and societal views. With these skills, I will be able to think critically about the media that surround us every day, challenge assumptions and find new perspectives, and understand the ethics operating in media businesses.

By pursuing a major in Media Communications, I will be able to take an interdisciplinary approach to a broad but complex topic, with the goal of attaining the knowledge and skills to be an adaptive and distinctive force in this field. Through my studies in the Media and Film department, I will gain a background in the importance of many forms of media, how they are used, and what makes them significant in our society now. I will learn to write stories, create digital media, and tackle tough topics through a creative and critical lens including the male gaze, racial video art, and how different forms of media stand the test of time. This will make me a dynamic creator and thinker, able to make a difference in many fields.

Having a background in sociology will also be beneficial as it will diversify my way of thinking and allow me to see the world and society in our current time through the lens of those who are different from me. Media provides an opportunity to innovate and challenge norms in our society, breaking boundaries and opening doors for new conversations. Obtaining a framework for these important conversations is necessary to tell stories that contribute to meaningful works of media. After learning about the basic sociological concepts in the foundational class, I will continue on to focus sociology around media as my learning to center my major. In the fall of my senior year, Professor Andrew L... is sponsoring a media sociology focused independent study for me. Together we... that I have learned thus far within media sociology and choose an appropriate... encompasses what I am most interested in and what I have yet to explore in the... sociology to conduct research and



Business and sociology should be approached in a media lens to be useful for this major, since specifics such as entertainment law and societal problems in media may not be addressed without the mixture of courses I have chosen. Media/Film is the basis of this major, and it is very important to me that I continue to learn and challenge myself within that department. Skidmore doesn't offer majors in Media/Film or in Communications, and to maximize the benefits of my Skidmore education, I feel it will be most rewarding to pursue my interests without being restricted by the course requirements and set course of study of any one department. This major will provide the well-rounded and approachable education in Media Communications that will lead to the knowledge, skills, and career I seek.

***Course List:***

The following courses will make up my Media Communications major:

\*MF 101: Introduction to Media Studies, 4 credits

\*MB 107: Business and Organization Management, 4 credits

\*SO 101: Sociological Perspectives, 3 credits

\*MF 151: Screenwriting, 4 credits

MB 214: Foundations of Marketing, 4 credits

\*MF 351: The Transient Present, 4 credits

SO 371: Independent Study in Sociology, 1-4 credits

MB 351: Brand and Market Communications, 3 credits

SO 228: Statistics for the Social Sciences, 4 credits

SO 227: Social Research Methods, 4 credits

AAMF 323: Law and Ethics for Storytelling in Media, 4 credits

***Other Core Courses***

\*EN 253: Graphic Narratives and Comic Books, 3 credits

^WLL 252: (Italian) Cinema: From Fiction to Film, 4 credits

^ = This course (or one equivalent) to be taken abroad location dependent

***Disciplinary Breadth:***

The disciplines incorporated into my major include ~~EN~~ 2525

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In the first half of the semester, students will learn the classic Hollywood three-act structure for creating a screenplay. They will learn how to craft a compelling logline, as well as create a skeleton treatment from which to build their story. They will develop a final film treatment, which can be shared with other participants in the often collaborative work of making movies. The craft of storytelling for the screen will be honed through examining landmark films. We will put what we learn into practice through writing our own screenplay scenes and class discussion.

Students

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The study of how filmmakers and documentarians, authors and artists, musicians, makers, marketers and storytellers protect their ideas, expressive works, and creative endeavors from being copied or stolen by others, especially in the digital age. Students will consider the legal and ethical issues these individuals confront as they produce their creative projects, particularly creations which incorporate other media content. Employing interdisciplinary methods and approaches, students will explore the legal, ethical, and practical issues involved in varying media production forms (video/film, photography, music/audio, documentary, web and exhibit-based narratives, etc.) for fiction and non-fiction storytelling. Students will develop approaches which synthesize underlying policies and best practices in order to challenge assumptions at the intersection of storytelling, business, art, law and creative expression.

*This course is essential for anyone working in an art/media/content driven field. Understanding what is at stake when creating a work and what can be done to protect that work, whether fiction or nonfiction, is necessary to be safe and smart working in the media business.*



A broadly based introduction to the field of business that can serve either as the first course in the departmental sequence or as a

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*Marketing is a skill*



