

COMMUNICATION ARTS MAJOR: CINEMA AND MEDIA ARTS OPTION (B.A.)

<https://manchester.unh.edu/program/ba/communication-arts-major-cinema-media-arts-option>

Description

Students choosing the Cinema & Media Arts Option study the creative media industries with a focus on developing professional skills and knowledge relating to careers in film, television and radio. Courses cover topics such as narrative, screenwriting, audio and video production, film history and criticism, documentary, and audience research methods. Students may elect to take an internship in the area of cinema and media arts to help fulfill requirements for the Option.

Requirements

Option Requirements

Students must complete all of the [Communication Arts major requirements](#) and will work with their academic advisor to select courses that also satisfy option requirements.

Students must complete all of the Communication Arts major requirements. The option in Cinema and Media Arts consists of 24 credits as distributed below. Courses may be used toward the Communication Arts Degree requirements as well as the Cinema and Media Arts option. Courses applied to the option must be completed with a minimum grade of C- and overall GPA of 2.0. Transfer students must complete a minimum of 12 credits at UNH Manchester.

Code	Title	Credits
I. Select three of the following:		12
CA 500	Media Writing	
CA 512	Screenwriting	
CA 514	Fundamentals of Video Production	
CA 515	Advanced Video Production	
CA 517	Fundamentals of Audio Prod	
CA 518	Advanced Topics in Digital Media Production ¹	
CA 519	Advanced Screenwriting	
CA #520	Special Topics in Applied Communication ¹	
II. Select two of the following:		8
CA 501	Internship/Communication in the Urban Community ¹	
CA 502	Image and Sound	
CA 527	History of Film	
CA 550	Special Topics in Communication Organization, History, and Policy ¹	
III. Select one of the following:		4
CA 612	Narrative	
CA 615	Film History/Theory and Method	
CA 618	Documentary	
CA 795	Independent Study ¹	
Total Credits		24

¹ Topic must be related to cinema and media arts.

For more information, contact [Jeff Klenotic \(jeffrey.klenotic@unh.edu\)](mailto:jeffrey.klenotic@unh.edu), program coordinator or contact the [UNH Manchester Office of Admissions \(unhm.admissions@unh.edu\)](mailto:unhm.admissions@unh.edu), (603) 641-4150.

Degree Plan

This degree plan is a sample and does not reflect the impact of transfer credit or current course offerings. UNH Manchester undergraduate students will develop individual academic plans with their professional advisor during the first year at UNH.

Sample Course Sequence

Course	Title	Credits
First Year		
Fall		
UMST 401 or UMST 402	First Year Seminar or Transfer Seminar	1
ENGL 401	First-Year Writing	4
CMN 455	Introduction to Media Studies	4
Discovery Course		4
Elective		4
Credits		17
Spring		
	Quantitative Reasoning	4
CMN 456	Propaganda and Persuasion	4
Discovery Course		4
Elective		4
Credits		16
Second Year		
Fall		
	Foreign Language	4
CMN 457	Introduction to Language and Social Interaction	4
Major Elective		4
Discovery Course		4
Credits		16
Spring		
	Foreign Language	4
Major Elective		4
Major Elective		4
Discovery Course		4
Credits		16
Third Year		
Fall		
Major Elective		4
Discovery Course		4
Elective		4
Elective		4
Credits		16
Spring		
Major Elective		4
Discovery Course		4
Elective		4

Elective	4
Credits	16
Fourth Year	
Fall	
Major Elective	4
Discovery Course	4
Elective	4
Elective	4
Credits	16
Spring	
Major Elective	4
Discovery Course	4
Elective	4
Elective	4
Credits	16
Total Credits	129

Student Learning Outcomes

Upon completion of the Communication Arts program, students will be able to:

- Analyze how creativity, artistry, narrative, identity, persuasion, and ethics shape messages and relationships produced within a variety of social, organizational, and industry contexts.
- Demonstrate knowledge and skills that give them expertise and proficiency in areas such as human relations, social media, digital video, audio production, graphic design, writing, and speaking.
- Know the history of communication practices and understand how media technologies and messages have impacted societies, cultures, organizations, and businesses.
- Effectively research and creatively explore communication practices, experiences, and trends using high quality sources of information, multiple modes of inquiry, and multiple presentation formats.
- Identify professional interests or career paths by working with the Internship and Career Planning Office and by engaging with communication settings outside the classroom through internships, service learning, field trips, and independent studies.