

# 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.

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 \(unhm.admissions@unh.edu\)](#), (603) 641-4150.

## Requirements

### Degree Requirements

**Minimum Credit Requirement:** 128 credits

**Minimum Residency Requirement:** 32 credits must be taken at UNH

**Minimum GPA:** 2.0 required for conferral\*

**Core Curriculum Required:** Discovery & Writing Program Requirements

**Foreign Language Requirement:** Yes

All Major, Option and Elective Requirements as indicated.

\*Major GPA requirements as indicated.

### Major 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.

### Cinema and Media Arts Option 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 |
|---|----------------------------------|---------|
| <b>I. Select three of the following:</b> 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 <sup>1</sup>                       |           |
| CA 519                                   | Advanced Screenwriting   |           |
| CA 520                                   | Special Topics in Applied Communication <sup>1</sup>                           |           |
| <b>II. Select two of the following:</b>  |  | <b>8</b>  |
| CA 501                                   | Internship/Communication in the Urban Community <sup>1</sup>                   |           |
| CA 502                                   | Image and Sound  |           |
| CA 527                                   | History of Film  |           |
| CA 550                                   | Special Topics in Communication Organization, History, and Policy <sup>1</sup> |           |
| PHIL 565                                 | Philosophy Through Film  |           |
| <b>III. Select one of the following:</b> |  | <b>4</b>  |
| CA 612                                   | Narrative  |           |
| CA 615                                   | Film History/Theory and Method   |           |
| CA 618                                   | Documentary  |           |
| CA 795                                   | Independent Study <sup>1</sup>   |           |
| <b>Total Credits</b>                     |  | <b>24</b> |

<sup>1</sup> Topic must be related to cinema and media arts.

## 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

| First Year         |   | Credits      |
|--------------------|---|--------------|
| <b>Fall</b>        |   |              |
| UMST 401           | First Year Seminar                              | 1-2          |
| or UMST 402        | or Transfer Seminar                             |              |
| ENGL 401           | First-Year Writing                              | 4            |
| CMN 455            | Introduction to Media Studies                   | 4            |
| Discovery Course   |   | 4            |
| Elective           |   | 4            |
| <b>Credits</b>     |   | <b>17-18</b> |
| <b>Spring</b>      |   |              |
|                    | Quantitative Reasoning                          | 4            |
| CMN 456            | Propaganda and Persuasion                       | 4            |
| Discovery Course   |   | 4            |
| Elective           |   | 4            |
| <b>Credits</b>     |   | <b>16</b>    |
| <b>Second Year</b> |   |              |
| <b>Fall</b>        |   |              |
|                    | Foreign Language                                | 4            |
| CMN 457            | Introduction to Language and Social Interaction | 4            |
| Major Elective     |   | 4            |
| Discovery Course   |   | 4            |
| <b>Credits</b>     |   | <b>16</b>    |
| <b>Spring</b>      |   |              |
|                    | Foreign Language                                | 4            |
| Major Elective     |   | 4            |
| Major Elective     |   | 4            |
| Discovery Course   |   | 4            |
| <b>Credits</b>     |   | <b>16</b>    |

**Third Year****Fall**

|                  |           |
|------------------|-----------|
| Major Elective   | 4         |
| Discovery Course | 4         |
| Elective         | 4         |
| Elective         | 4         |
| <b>Credits</b>   | <b>16</b> |

**Spring**

|                  |           |
|------------------|-----------|
| Major Elective   | 4         |
| Discovery Course | 4         |
| Elective         | 4         |
| Elective         | 4         |
| <b>Credits</b>   | <b>16</b> |

**Fourth Year****Fall**

|                  |           |
|------------------|-----------|
| Major Elective   | 4         |
| Discovery Course | 4         |
| Elective         | 4         |
| Elective         | 4         |
| <b>Credits</b>   | <b>16</b> |

**Spring**

|                  |           |
|------------------|-----------|
| Major Elective   | 4         |
| Discovery Course | 4         |
| Elective         | 4         |
| Elective         | 4         |
| <b>Credits</b>   | <b>16</b> |

|                      |                |
|----------------------|----------------|
| <b>Total Credits</b> | <b>129-130</b> |
|----------------------|----------------|

## 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.