



Communication: New Media

Program **COMM.MEDIA.AS**
CIP 240101

Associate in Science Degree in Liberal Arts and Sciences

The New Media program prepares students for the rapidly developing field that combines traditional media such as photography, film, music, and spoken and written word with the interactive power of computer and communications technology.

Students who have traditionally pursued courses of study in journalism, public relations, advertising, and communications will find that this program substantially prepares them to enter the work force or transfer to communications programs at four-year universities. Coursework emphasizes the convergence of audio/video, graphic design, photography, and writing.

PROGRAM OUTCOMES

- Analyze and break down elements of story across multiple platforms;
- Write clear and concise stories that are suitable for multiple platforms;
- Demonstrate technical proficiency with various video and DSLR cameras;
- Demonstrate technical proficiency in a variety of multimedia software;
- Analyze, evaluate, critique, and create all forms of communication;
- Articulate and analyze complex ethical questions related to the development of new media;
- Perform a series of thinking tasks including speculation, analysis, synthesis, and abstract reasoning;
- Create a portfolio of convergence media projects suitable for securing employment in a new media workplace.

Graduates wishing to pursue studies leading to a bachelor's degree can transfer into the junior year at many institutions. Rider University, Temple University, Rutgers, and Pennsylvania State University are among the institutions that have accepted Mercer graduates.

The program may be pursued part-time or full-time. Some courses are offered during the afternoon and early evening. Students are required to attend some day classes in order to complete the program. Admission requires a high school diploma or its equivalent.

Curriculum

Code	Course (lecture/lab hours)	Credits
FIRST SEMESTER		
CMN 101	Mass Media (3/0)	3
CMN 111	Speech: Human Communication (3/0) OR	3
CMN 112	Public Speaking (3/0)	3
CMN 142	Intermediate TV Production (2/2)	3
ENG 101	English Composition I (3/0)	3
PHO 103	Digital Photography I (2/3)	3
SECOND SEMESTER		
ADV 101	Advertising Design I (1/4)	3
CMN 102	Media Issues and Ethics (3/0)	3
CMN 131	Journalism I (3/0)	3
CMN 146	Social Media Technologies (2/2)	3
MAT 120	Mathematics for Liberal Arts (3/0)	3
THIRD SEMESTER		
CMN 147	Introduction to Story (2/2)	3
CMN 153	Digital Audio Production I (2/2)	3
ENG 102	English Composition II (3/0)	3
HIS —	Historical Perspective general ed. elective	3
— —	Lab Science general education elective	3
— —	Science OR Technology elective	3
FOURTH SEMESTER		
CMN 214	Issues in Intercultural Communication in the U.S. (3/0) OR	3
CMN 215	Communication and Gender (3/0)	3
CMN 260	Convergence Newsroom (2/2)	3
DMA 145	Web Design I (1/4)	3
HPE 110	Concepts of Health and Fitness (1/2)†	2
— —	Humanities general education elective	3
— —	Social Science general education elective	3
		65

†CSW 100 is a preferred alternative; HPE 111 is an acceptable alternative.

NOTE: All program listings are subject to periodic updates. Please consult your program advisor, academic division, or www.mccc.edu/programs_degree