To be adopted:

Proposed Changes to Media & Cultural Studies Major

**PRESENT:**

Major

The Department of Media and Cultural Studies offers the B.A. in Media and Cultural Studies, an interdisciplinary examination of film, video, television, multimedia, and visual culture with a primary emphasis on history and theory and a secondary focus on production.

**PROPOSED:**

Major

The Department of Media and Cultural Studies offers the B.A. in Media and Cultural Studies, an interdisciplinary examination of film, video, television, multimedia, visual and digital cultures with a primary emphasis on history and theory and a secondary focus on creative intervention in media environments through production.

The Media and Cultural Studies major combines the breadth of an interdisciplinary major with a precise focus on visual media. Its interdisciplinary structure brings together approaches to visual media that would usually be separated by discipline. Students have a unique opportunity to acquire critical skills in the reading and analysis of media texts together with those involved in various modes of media production. This applied experience includes training in creative, documentary, and ethnographic video; photography; multimedia production; and screenwriting. Familiarity with media, either for its academic or industrial applications, enhances one’s understanding of any field in the humanities or social sciences today.

**Major Requirements**

1. Lower-division requirements (5 lower-division courses [at least 20 units]):
   a) Introduction to Media and Cultural Studies: MCS 001

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1. Lower-division requirements (5 lower-division courses [at least 20 units]):
   a) MCS 001

Students are required to take MCS 001 and must receive a “C-/above” in this course to declare MCS as their major. The department will consider grade petitions on a case-by-case basis.
b) Introduction to Media Studies: MCS 005 and Introduction to Cultural Studies: MCS 010.

b) Any 3 of the following 5 courses

ART 004/MCS 004, MCS 005, MCS 010, MCS 020, AHS 020/MCS 023

c) Two additional courses (at least 8 units) from the following:

AHS 008, ART 003, ART 070 (E-Z), AST 048/CHN 048, CRWT 040, CS 008, CS 010, Dnce 014, Dnce 019, ENGL 033, MCS 004/ART 004, MCS 006/ART 006, MCS 009/MUS 007, MCS 015, MCS 020, MCS 021/CPLT 021, MCS 022/AST 022/JPN 022, MCS 023/AHS 020, MCS 024/CPLT 024, MCS 026/CPLT 026/EUR 026, MCS 036/CPLT 027, MCS 038/CLA 045, MCS 040, MCS 042/GER 045, MCS 043/RUSN 045, MCS 044/ITAL 045, MCS 045/FREN 045, MCS 046/SPN 046, MCS 047, MCS 049/AST 064/VNM 064, CRWT 066/MCS 066/TFDP 066, TFDP 010, TFDP 021/ENGL 021

2. Upper-division requirements (minimum 10 upper-division courses [at least 40 units]):

a) Any upper division MCS course or chosen from


a) Any upper division MCS course (strongly recommended to be taken with MCS faculty) chosen from [24 units total]


No more than four units of MCS 190 and a total of four units of MCS 1981 may be applied towards the minimum requirement.

b) Two additional courses outside of MCS chosen from [8 units total]

AHS 182, AHS 188, ANTH 121, , ANTH 163, ANTH 180A, CPLT 110, CPLT 143/FREN 143, CRWT 151, CRWT 155, CRWT 174, DNCE 131, DNCE 132, DNCE 134, DNCE 135, ENGL 102, ENGL 121 (E-Z), ENGL 122 (E-Z)/LGBS 122 (E-Z), ENGL 142 (E-Z), ETST 170/WRLT 170, ETST 175/GSST 175, HIST 191X, LNST 168/ANTH 168/ETST 148, MUS 126/ANTH 177/GSST 126, MUS 140/HISA 139, MUS 153/LGBS 153, PHIL 111, POSC 146, SOC 154, SOC 168, SOC 169, SPN 102A, SPN 102B, TFDP 115, TFDP 122, TFDP 160, TFDP 177, TFDP 191W

c) One production course chosen from [4 units total]


d) No more than four units of MCS 190 or MCS 193 and a total of four units of MCS 1981 may be applied towards the minimum requirement.

Justification:

1) The description for the major is long overdue, particularly because the UCR catalogue still contains the three curricular tracks that were inherited from the Film and Visual Culture Program (defunct since 2008 and which is now MCS).

2) To eliminate repetition and streamline our courses, ONE gateway course instead of THREE is now required of all majors. To declare the major, students are required to take MCS 001: Introduction to Media and Cultural Studies and complete the course with a C-/above. MCS 001 will provide the appropriate base upon which both lower and upper division classes in the major will further build and develop. Offered year round (including the summer), this class is specifically designed to introduce students a broad overview of the histories, theories, and methodologies comprised in the study of media and culture.
3) To raise academic standards and better emphasize our faculty strengths, we have increased the number of lower-division courses that students must take with MCS faculty. In addition to MCS 001, students must take any three of the following: ART 004/MCS 004, MCS 005, MCS 010, MCS 020, AHS020 / MCS 023. Lower division courses provide students a solid foundation in the fields of cultural studies, media studies, visual culture, film, art, and digital media, so that they may do more advanced work in the major.

4) ART 004/MCS 004: Introduction to Moving Images is now one of the five required lower-division courses students must take for the major.

5) To cultivate interest outside of department, we require students take one additional course outside of the department at the lower division level.

6) The following courses have been deleted from our lower division requirements because we stress that MCS students take classes with core MCS faculty throughout their undergraduate career, but particularly in the beginning stages of the major. To this end, we have eliminated AHS 008, ART 003, ART 070 (E-Z), AST 048/CHN 048, CRWT 040, CS 008, CS 010, DNCE 014, DNCE 019, ENGL 033, MCS 026/CPLT 026/EUR 026, MCS 036/CPLT 027, MCS 038/CLA 045, MCS 042/GER 045, MCS 043/RUSN 045, MCS 044/ITAL 045, MCS 045/FREN 045, MCS 046/SPN 046, MCS 047/AST 047/KOR 047, MCS 049/ AST 064/VNM 064, MCS 066/CRWT 066/TFDP 066, TFDP 010, TFDP 021/ENGL 021

7) MCS 024: World Cinema has been eliminated because no one in the department teaches this.

8) MCS 26 is not a viable class number.

9) MCS 38: Ancient World in Film has been eliminated because no one in the department teaches this.

10) Upper division requirements are reduced from 40 units to 36. Because of the recent growth in the number of MCS faculty, the committee discussed the need to assert the core faculty’s distinctive approach to media and cultural studies. We do this by strongly recommending that students take 5 upper division classes with MCS faculty, thereby cultivating a relationship with faculty as mentors and internship supervisors. To this end, we have eliminated any classes or cross-listed classes that core MCS faculty or affiliate faculty are no longer teaching.

11) MCS 133: The Effects of Mass Media was deleted because there is no faculty interest in teaching this subject.

12) MCS 145I: Liberal Hollywood and “Social” Problems was deleted because the faculty who had proposed this course is no longer teaching it.

13) To cultivate interest outside of the department, we require that students take three additional courses outside of MCS at the upper division level. These courses strongly resonate with faculty and affiliate faculty research and teaching interests.

14) Our curriculum objective considers the need to better prepare students for work in the media and cultural industries. Consequently we add one production course requirement so that students acquire practical knowledge in media making.
15) We provide students with three options to better prepare for a life after MCS, whether this is graduate school and/or a career in the media/cultural industries. Students may work closely with MCS faculty through the following classes: MCS 190: Independent study; MCS 193: Senior Seminar; and MCS 198I: Internship. No more than 4 units from MCS 190 or MCS 193 may be applied towards the minimum requirement. A total of 4 units of MCS 198I may be applied towards the minimum requirement.

**Approvals:**
Approved by the faculty of the Department of Media & Cultural Studies: November 28, 2015
Approved by the Executive Committee of the College of Humanities, Arts, and Social Sciences: February 24, 2016
Approved by the Committee on Educational Policy: April 29, 2016