

MINOR IN MEDIA LITERACY

Media Literacy Minor – 15 units

This program prepares critical citizens for a world in which people are inundated by media messages coming from every aspect of their lives. Whether it is news, social media, or streaming television programs, there is a lot of information being sent to consumers, much of which is inaccurate information. This program will help students understand the impact of media technology, how media is created, why it is created, who creates the messages, and the impact of those messages on the individual and society as a whole.

All course work used to satisfy the requirements of the minor must be completed with a minimum grade point average of 2.0.

Program Learning Outcomes

1. Recognize the impact of technologies on media communication.
2. Deconstruct messages for their meaning, purpose, accuracy, and intent.
3. Analyze the ways media constructs a social reality and the effects on its audiences.
4. Identify how messages are created for social, political, economic, historic, and aesthetic purposes.
5. Apply media theory to the interpretation of messages by diverse audiences.
6. Be conversant in the aesthetic and symbolic language of media.

Media Literacy Minor – 15 units

Core Courses (9 units)

Code	Title	Units
BECA 201	Life on TV: A Critical View	3
BECA 301	Media Literacy in the Electronic Culture	3
BECA 422	Social Aspects of Electronic Media	3

Electives (6 units)

Select any two electives from list below. Other BECA courses or media literacy courses from other departments may be substituted with approval from a BECA minor advisor.

Code	Title	Units
BECA 200	Introduction to Electronic Communication	3
BECA 235	Digital Media Basics	3
BECA 321	Critical Study of Popular Culture	3
BECA 324	Law and Regulation of Electronic Media	3
BECA 340	Media Aesthetics I	3
BECA 390	The Age of Information	3
BECA 460	Industry of Broadcast News	3
BECA 463	Ethics and Responsibility in the Electronic Media	3
BECA/WGS 485	Women and Media	3
BECA 487	Children and Television	3
BECA 488	Asian Media	3
BECA 490	Television and Social Change	3
BECA 500	International Broadcasting	3

BECA 502	Environmental Communication on Electronic Media	3
BECA 590	New Electronic Communication Technologies	3
BECA 594	Mobile Electronic Media	3