

Archived: August 8, 2022

Arts, Humanities and Social Sciences Programs

Media Studies (BA)

Location Offered:

Nanaimo

Credential:

Bachelor Degree

Options:

Minor

Program Length:

4 Years

The Program

Media Studies explores the convergence of communication, culture, and technology. Courses are designed to encourage students to develop their communication skills — written, oral, visual, multimedia — and increase their critical awareness of the ways various media shape culture. They learn specific technical skills for communicating and researching online, and explore online publishing using hypertext and hypermedia. Existing first- and second-year courses balance theory, discussion, and face-to-face interaction with a strong emphasis on applied skills developed in computer labs and through distance learning strategies. In many respects, students are introduced to what is called the “new media.”

All courses include components to develop strong critical thinking, collaboration, and research skills. Students are supported to research contemporary media, both Canadian and international. Wherever possible, relationships with local media enterprises, broadcasters, and creators are encouraged. Course participants are supported to respond creatively, and in alternate media, to assignments.

Media Studies courses have been on the cutting-edge of online and distance delivery at VIU, and received provincial Innovation, Enrichment, or New Era grants every year since 1996. The department plans to continue this commitment to alternate modes of delivery, providing options for students and practical demonstrations of information technology in the service of learning and research.

Media Studies is multi-disciplinary in nature, with a particular focus on the impact of media on culture and content production. Assignments are designed to integrate insights from literature and popular culture, journalism, policy and regulation, political economy, media analysis, anthropology, sociology, history, gender studies, and art. The curriculum prepares students for a variety of careers: from writers and artists, to teachers, public service workers and entrepreneurs.

Program Outline

Requirements for a Minor

Students must fulfill all the Institutional B.A. degree requirements, including Degree English Requirements and courses listed below:

Year 1: *Three* credits chosen from MEDI 111, 112, 113.

Year 2: *Three* credits chosen from MEDI 200, 205, 211.

Years 3 and 4: Minimum of *eighteen* credits of Media Studies courses numbered 300 and above.

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