

**B.A. COMMUNICATION STUDIES  
SEQUENCE IN MEDIA AND CULTURAL STUDIES**



**DOROTY F. SCHMIDT COLLEGE OF ARTS & LETTERS  
DEPARTMENT OF COMMUNICATION**

**ACADEMIC LEARNING COMPACT**

All students in the Media and Cultural Studies sequence are required to complete COM 3342 (U.S. Cultural Studies), a gateway course with a standard syllabus. Passing COM 3342 constitutes the minimum competency for the major in content knowledge, research skills, communication skills, and critical thinking skills as described below. Upper-division courses in the curriculum will reinforce these skills and increase the depth of methodological understanding and analysis of a particular media form.

**CONTENT KNOWLEDGE (Declarative Knowledge):** Students in the Media Studies sequence will demonstrate knowledge of key media and cultural studies concepts such as gender, identity, representation, postmodernity, structuralism, subjectivity, and textuality.

**CONTENT KNOWLEDGE (Research Skills):** Students will conduct research using a variety of media sources (including but not limited to Web sites, movies, magazines, and physical locations), view cultural events, and document their use of sources.

In COM 3342, students will show mastery of key concepts in a research paper that requires them to document their use of a variety of media sources. Papers will be assessed according to the students' understanding of the key concepts and the student's facility in using a wide variety of media sources.

**CONTENT KNOWLEDGE (Declarative Knowledge):**

**COMMUNICATION SKILLS (Written Communication):**

**CRITICAL THINKING (Analytical Skills):** Students will demonstrate their skills in written communication, their ability to create and critique arguments, and their understanding of diversity issues by analyzing an aspect of popular US culture.

In COM 3342, students will demonstrate mastery of written communication skills and analytical skills in a 3000-word cultural analysis. Students will be assessed on their ability to organize, synthesize, and present clearly an analysis drawn from a wide

variety of sources. Students will also demonstrate mastery of written communication skills in a take-home essay exam. Students will be assessed on their ability to give a clear exposition of key concepts.

**COMMUNICATION SKILLS (Oral Communication, Visual Communication):**  
**Students will demonstrate oral presentation skills and visual communication skills by presenting a complex cultural analysis in an extemporaneous manner that incorporates appropriate visual aids during the oral presentation.**

In COM 3342, students will demonstrate their analysis of a particular aspect of popular U. S. culture in an oral presentation that involves appropriate visual aids.

Approved 12-2-2005

**COMPLETE DEGREE REQUIREMENTS APPEAR IN FAU'S UNIVERSITY CATALOG**