UNIVERSITY OF CALIFORNIA, RIVERSIDE

Student Learning Outcomes for the
B.A. in Media and Cultural Studies

Students completing the B.A. major will be able to:

1. write/script, direct, edit, create texts in different media/media technologies/distribution outlets for example:
   - Television
   - Radio
   - Digital Media (including interactive gaming, digital arts, computer aided graphics, sound design and recording)
   - HTML or hypertext (including online journalism, website design)

2. understand the frameworks of law, polity, economy, culture, tradition, region, and religion that influence media and society in US and international contexts.

3. engage creatively with theoretical frameworks that explain the interconnections between media, culture, and society.

4. undertake historical, textual, qualitative, ethnographic, political-economic, policy, social-movement, and quantitative research to investigate the relationship between the media, audiences, culture, and society across the globe.

5. put forward a hypothesis and substantiate their argument.

6. work effectively in a team and be able to hold a public performance and display of their original work.

Program Website: http://mcs.ucr.edu/