

Writing and Media Studies • College of Arts and Humanities

About the Program

The Writing and Media Studies major affords students the opportunity to pursue a broad spectrum of communication study. The curriculum prepares its graduates for careers as writing/media generalists in all sectors of the economy. The Minor and Associate Degree plans of study provide students with the fundamentals of each media, along with the flexibility to focus on one or more chosen components with elective options.

Department history/mission

Recognizing students' need for career preparation, the Department of English and Communication Arts designed the Writing & Media Studies major to respond to the growing demand for professionals who combine strong oral and written communication skills with state-of-the-art knowledge of contemporary media.

Unique Features

- Small classes and tailored assignments
- Opportunities to participate in cooperative education experiences
- Choice of electives to meet student interests and needs
- Opportunities to focus on specific career goals
- Opportunities to earn experiential credit.

This major develops media expertise for work in corporate, government, and similar settings. Students who wish to prepare to teach media subjects in middle schools and high schools are referred to the major in Communication Arts for Secondary Teachers.

Writing and Media Studies Major: Bachelor of Arts (40 s.h.)

Required Major Courses:

BCA 1010	Survey of Broadcast, Film, and Digital Media (JRN/SPH)	3 s.h.
BCA 2610	Television Productions I (JRN/SPH)	3 s.h.
ENG 3100	Advanced Composition.	3 s.h.
ENG 3260	Business and Professional Writing	
OR		
ENG 2000	Technical Writing	3 s.h.
JRN 1320	Newspaper Reporting	3 s.h.
JRN 2860	Editorial & Feature Writing	3 s.h.
JRN 4010	Foundations of Mass Communications	3 s.h.
SPH 1050	Speech Communication	3 s.h.
SPH 3300	Public Speaking	3 s.h.
ENG 4950	Senior Seminar	3 s.h.
	Major Electives*	<u>7 s.h.</u>
		40 s.h.

*To be chosen from the following: additional ENG writing courses; 3000 or 4000 level ENG literature courses, Journalism, Speech Broadcast and Cinema Arts or Foreign Language.

Writing and Media Studies Major: Associate of Arts (24 s.h.)

Required Major Courses:

BCA 1010	Survey of Broadcast, Film, and Digital Media (JRN/SPH)	3 s.h.
ENG 3100	Advanced Composition	3 s.h.
JRN 1320	Newspaper Reporting	3 s.h.
JRN 3160	Newspaper Production	2 s.h.
SPH 1050	Speech Communication	3 s.h.
	Electives, to be chosen from major requirements or electives listed above	<u>10 s.h.</u>
		24 s.h.

Writing and Media Studies Minor (24 s.h.)

Required Minor Courses:

BCA 1010	Survey of Broadcast, Film and Digital Media (JRN/SPH)	3 s.h.
ENG 3100	Advanced Composition	3 s.h.
JRN 1320	Newspaper Reporting	3 s.h.
JRN 3160	Newspaper Production	2 s.h.
SPH 1050	Speech Communication	2 s.h.
	Minor electives, to be chosen from major requirements or electives	<u>1 s.h.</u>
		24 s.h.



For Admission Information

Office of Undergraduate Admissions
Madonna University
36600 Schoolcraft Road
Livonia, MI 48150-1176
(734) 432-5339
(800) 852-4951
Fax: (734) 432-542
Web: www.madonna.edu
Email: admissions@madonna.edu

For Program Information

Dr. Cecilia Donohue, Chair
English & Communication Arts
Madonna University
36600 Schoolcraft Road
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(734) 432-5558
Fax: (734) 432-5393
Email: cdonohue@madonna.edu

Madonna University reserves the right to withdraw or modify information in this brochure.

See Advisor/Admission Office for current information.

Madonna University guarantees the right to equal educational opportunity without discrimination because of race, religion, sex, national origin, age, or disabilities.

Where grads are found:

Pursuing advanced degrees, including Ph.Ds, JDs, MAs and MFAs at such schools as:

- Central Michigan University
 - Columbia University
 - De Paul University
 - Eastern Michigan
 - Michigan State University
 - Oakland University
 - The University of Detroit
 - University of Notre Dame
 - Mercy Law School
 - Ohio State University
 - The University of Michigan
 - The University of Minnesota
 - Wayne State University
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- Working as writers, editors, public relations representatives, program specialists, and trainers in major corporations, small businesses and not-for-profit institutions
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- Writing for newspapers, magazines and specialty publications on both the national and local levels.
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- Working in broadcast journalism including video production, commercial and cable television, and corporate training.
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- Teaching at all levels in public, private and corporate settings - elementary, secondary, college, university and continuing education.
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- Directing successful businesses.

The Faculty/Areas of Expertise

Chuck Derry (M.S.A., Madonna University)

Television and Video Communication
Cecilia Donohue (M.B.A., St. John's, Ph.D., Kent State)

Business & Technical
Communications, American Literature, Women's Studies

Kathleen Edelmayer (Ph.D., Wayne State) Inter-Personal & Public Communication, Argumentation

Kevin Eyster (Ph.D., Kentucky) American Literature, Folklore, Composition

Neal Haldane (Ph.D., Wayne State) Journalism, Public Relations, Service Learning, Composition

Linda Hoyer (M.A., Michigan State) Children's and Young Adult Literature, Speech, Drama

Monika Kimball (M.A., Eastern Michigan)

Barbara Laboissonniere (Ph.D., Univ. of Rhode Island) American Literature, Rhetoric/Oral Tradition, Catholic Approaches to Literature
Director, English as a Second Language

Mary Minock (A.D., Michigan) Rhetoric and Composition, Linguistics, Writing

Kathleen O'Dowd (Ph.D., Michigan State) British Literature, Women's Studies, American Literature

James Reilly (M.B.A., Michigan State; Ph.D., Wisconsin) American Literature, World Literature

Laurence Rudnicki (M.A., Michigan) British Literature, World Literature, Creative Writing

Ann Russell (Ph.D., Michigan State) Writing Program Director