

# UNIVERSITY OF CALIFORNIA, RIVERSIDE

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

Students completing a BA media and cultural studies will be able to critically evaluate:

1. Development of media practices and industries (including print, radio, television, film, and convergent/digital media) in US and Global contexts from critical, historical, institutional, legal and socio-cultural perspectives
2. Theoretical frameworks analyzing relationship between media and culture highlighting the construction and representations of race, gender and sexuality, class, ethnicity, and cultural differences
3. Political economy of cultural production, particularly media (including print, television, radio and convergent digital media), and its influence on discourses of representation, sustainability, race, and enfranchisement
4. Global, diasporic, and new media content and platforms
5. Investigative and research approaches to understanding relationship between media, culture and society. The focus may be on qualitative methodologies—as in through historical, textual, rhetorical, and ethnographic lens--or quantitative, political-economic, and cultural policy frameworks
6. Graduating majors will demonstrate their synthesis of the above by designing critical and creative tools to intervene in media environments (ie, films, games, graphic novels, online content)

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