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## **English and English Communications / Media Majors**

<b>Faculty</b>	Dr. Joy Ladin .....	ladin@yu.edu
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	Dr. Nora Nachumi .....	nachumi@yu.edu
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Major	Credits
<b>English Literature</b>	<b>33</b>
<b>English Creative Writing</b>	<b>33</b>
<b>Media Studies</b>	<b>35</b>

All English majors should contact Prof. Matt Miller (mmiller@yu.edu) to be assigned an English faculty adviser who will help with course selection and requirements.

## **English Minor \* Total Credits: 18**

ENGL 2000	Ways of Reading	3 credits
Five (5) ENGL courses chosen from Media Studies, Literature and/or Creative Writing		15 credits

\* A separate 15-credit Writing minor is available for all majors, including English majors.

**Requirements:** Students must take courses from categories I, II, and III. At least two literature courses must be at the advanced level.

**Prerequisites:**

- ENGL 1100 (Rhetoric and Composition) or ENGL 1200H (Freshman Honors Seminar) is required before taking any other English (ENGL) course.
- Students must take one introductory literature course before taking advanced courses.

Course categories, groups, and levels (introductory or advanced) are noted in the course catalogue and in the “Notes” column of each semester’s course schedule.

**I. The Question of Language, Texts, and Interpretation - 1 course** (3 credits)

- ENGL 2000 Ways of Reading—3 credits, (introduction to the major; offered each semester)

**II. The Question of Traditions - 3 courses** (9 credits)

Include courses from at least 2 of the 3 groups below.

- A. Medieval to Early Modern Literature and Culture: 650 BCE to 1660
- B. Enlightenment to the Rise of National Literatures: 1660–1870
- C. 1870 – Present

**III. The Question of Forms, Identities, Reading Practices - 7 courses** (21 credits)

Five to seven of these courses must be from groups A-E (below). A course in methods from group D (Literature and Other Disciplines) or E (Literary Theory and Practice) is recommended. Students may take one creative writing course and one media studies course in lieu of literature courses.

- A. World Literature
  - B. Literary Genres
  - C. Special Topics in Literature
  - D. Literature and Other Disciplines
  - E. Literary Theory and Practice
- Creative Writing courses (only one allowed)
  - Media Studies courses (only one allowed)

**Requirements:** Students must take the courses specified in categories I, II, III, and IV. At least one literature course must be at the advanced level.

**Prerequisites:**

- ENGL 1100 (Rhetoric and Composition) or ENGL 1200H (Freshman Honors Seminar) is required before taking any other English (ENGL) course.
- Students must take one introductory literature course before taking advanced courses.

Course categories, groups, and levels (introductory or advanced) are noted in the course catalogue and in the “Notes” column of each semester’s course schedule.

**I. The Question of Language, Texts, and Interpretation (6 credits)**

- ENGL 2000 Ways of Reading —3 credits (introduction to the major; offered each semester)
- One open elective English course at the introductory level (may be creative writing, media, or literature)—3 credits

**II. The Question of Traditions - 2 courses (6 credits).**

Must include courses from 2 of the 3 groups below.

- A. Medieval to Early Modern Literature and Culture: 650 BCE to 1660
- B. Enlightenment to the Rise of National Literatures: 1660–1870
- C. 1870 – Present

**III. The Question of Forms, Identities, Reading Practices - 3 electives (9 credits)**

Courses may be from any of the groups listed below.

- A. World Literature
- B. Literary Genres
- C. Special Topics in Literature
- D. Literature and Other Disciplines
- E. Literary Theory and Practice

**IV. The Question of Creativity - 4 writing courses (12 credits)**

- **ENGL 1800 Introduction to Creative Writing**—3 credits (offered once each year). Students are recommended to take this class prior to other creative writing courses. Students are *required* to take this course before taking an advanced creative writing course.
- **ENGL 1900 Advanced Creative Writing**—3 credits (A Portfolio will be a project in this course). Students in the Creative Writing Track graduating before May 2018 do not take ENGL 1900. These students take three, instead of two, Creative Writing courses and are required to submit a one-credit Creative Writing portfolio.
- **Creative writing courses**—6 credits. Some courses in the Media track may be cross-listed and count toward this requirement. Check the course schedule or consult your creative writing advisor.

**MEDIA STUDIES****35 Credits**

**Requirements:** Students must take courses from categories I – V and complete the requirements specified in categories VI and VII.

**Prerequisites:**

- ENGL 1100 (Rhetoric and Composition) or ENGL 1200H (Freshman Honors Seminar) is required prior to any other ENGL course.
- Students must take an introductory level Lit course prior to taking a literature course at the advanced level.

I. **ENGL 2000 Ways of Reading** — 3 credits (This course studies the basics of language theory and discourse in society and is directly related to media studies)

II. **ENGL 1500 Media Studies** — 3 credits

**It is strongly recommended that students take the courses above first or at the same time as more specialized courses.**

III. **Three courses in Literature:** — 9 credits

- One from category II (Historical)\*
- One from category III (Topics, Methods)\*
- One from either category or from Creative Writing.

IV. **Two required courses in a selected Media Emphasis** — 6 credits

- a) **Journalism:** ENGL 1501 News Writing **and** ENGL 1502 Feature Writing
- b) **Advertising:** ENGL 1600 Advertising Copywriting / MAR 3323 (Syms) **and** ENGL 1610 Advanced Advertising Copywriting
- c) **Public Relations:** ENGL 1650 Public Relations **and** ENGL 1651 Developing Effective Messages

V. **Four Electives in Media studies** — 12 credits. (See attached list of electives)  
To be determined with English Dept. Faculty advisors.

VI. **A 100-hour Internship** — 1 credit

VII. **Exit Project** — 1 credit

\* Categories are indicated in the “Notes” column of each semester's course schedule.

## Media Studies:

Suggested Courses for Major Electives  
(others acceptable with approval of student's Media Studies advisor)

### SCW

ENGL 1501	News Writing and Reporting	ART 2201	Principles of Design
ENGL 1502	Feature Writing	ART 3009	Computer Design
ENGL 1503	Columns and Editorials	ART 3012	Digital Photography
ENGL 1520	Broadcast Journalism	ART 3013	Intermediate Design
ENGL 1530	New Media: News Reporting	ART 3014	Typography
ENGL 1550	Introduction to Mass Communications	ART 3018	Exhibition Design
ENGL 1560	The Professional Critic: Reviewing	ART 3020	Introduction to Video
ENGL 1600	Advertising Copywriting (same as MAR 3323)	ART 3021	Advanced Video
ENGL 1610	Advanced Advertising Copywriting	ART 3025	Intermediate Photography
ENGL 1650	Public Relations	ART 3026	Advanced Photography
ENGL 1651	Developing Effective Messages	ART 3045	Advanced Design
ENGL 1720-1728	Topics in Communications	SOCI 1934	Sociology of Mass Media
ENGL 1811	Writing for Television		
ENGL 1812	Screenwriting		

### SSSB (Sy Syms School of Business)

MAR 1001	Principles of Marketing	MAR 3313	Advertising Management (AC 111)
MAN 1020	Principles of Management	MAR 3321	Brand Management
MAR 2501	Buyer's Behavior	MAR 3341	International Marketing
MAR 2621	Applied Research		

### FIT (Fashion Institute of Technology)

AC 111	Advertising and Promotion (prereq. MAR 3313)	AC 341	Magazine Journalism (prereq. ENGL 1601)
AC 171	Mass Communications (prereq. AC 111)	AC 423	Special Events Marketing Public Relations (prereq. AC 321)
AC 221	Publicity Workshop (prereq. AC111 or MAR 3313)	AC 461	Electronic Media Production (prereq. AC 362)
AC 231	Advertising Copywriting (prereq. AC 111 or MAR 3313)	AC 462	Video Field Production (prereq. AC 362 or 461)
AC 232	Radio and TV Copywriting Workshop (prereq. ENGL 4626 or 4615)	AD 203	Advertising Layout Technique
AC 242	Fashion Journalism (prereq. AC 111 or MAR 3313; ENGL 1601)	AD 213	Advertising Design Concepts (prereq. CD 112 and CD 213)
AC 262	Multimedia Presentations (prereq. AC 111 or MAR 3313)	AD 381	Concept Development Workshop I (prereq. AD 213)
AC 271	Audiences and Media (prereq. AC 111 or MAR 3313)	AD 382	Concept Development Workshop II (prereq. AD 213)
AC 291	Campaign Plans and Presentations (prereq. Approval of chairperson or instructor)	AD 383	Communications Planning and Print Advertising (prereq. AD 381)
AC 311	Integrated Marketing Communications Management	AD 442	TV Studio/TV Ad Concepts (prereq. AD 382)