English and English Communications / Media Majors

Faculty

<table>
<thead>
<tr>
<th>Advisers</th>
<th>Email</th>
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<tbody>
<tr>
<td>Dr. Joy Ladin</td>
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<td>Dr. Linda Shires</td>
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Major Credits

| English Literature        | 33 |
| English Creative Writing  | 33 |
| Media Studies             | 35 |

All English majors should contact Prof. Matt Miller (matt.w.miller@gmail.com) to be assigned an English faculty adviser who will help with course selection and requirements.

English Minor

Total Credits: 18

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<tr>
<th>ENGL 2000 Ways of Reading</th>
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<tr>
<td>Five (5) ENGL courses chosen from Media Studies, Literature and/or Creative Writing</td>
<td>15 credits</td>
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Writing Minor

Total Credits: 15

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<th>Faculty</th>
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<tbody>
<tr>
<td>Dr. Matt Miller</td>
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The Writing minor is open to all majors and offers students the opportunity to develop and practice a variety of writing skills.

Students may choose from among courses in Journalism, TV writing, screenwriting, academic essay writing, blogging, courses in creative writing, business writing and Advanced Writing Skills.

English majors may count one of the Writing Minor courses toward the English major.
Requirements: Students must take courses from categories I, II, and III. Two advanced-level courses are required, and may be from either category II or III.

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 courses from categories I, II, and III. Two advanced-level courses are required, and may be from either category II or 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 (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.
**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) – Offered Fall and Spring Semesters.

II. **ENGL 1500 Media Studies** — 3 credits – Offered Fall Semester only.

*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.
### SCW

- **ENGL 1501** News Writing and Reporting
- **ENGL 1502** Feature Writing
- **ENGL 1503** Columns and Editorials
- **ENGL 1520** Broadcast Journalism
- **ENGL 1530** New Media: News Reporting
- **ENGL 1550** Introduction to Mass Communications
- **ENGL 1560** The Professional Critic: Reviewing
- **ENGL 1600** Advertising Copywriting
  - (same as MAR 3323)
- **ENGL 1610** Advanced Advertising Copywriting
- **ENGL 1650** Public Relations
- **ENGL 1651** Developing Effective Messages
- **ENGL 1720-1728** Topics in Communications
- **ENGL 1811** Writing for Television
- **ENGL 1812** Screenwriting

### SSSB (Sy Syms School of Business)

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

### FIT (Fashion Institute of Technology)

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