

Bachelor of Arts in Emerging Media and Communication

“A new kind of digital divide ten years from now will separate those who know how to use new media to band together from those who don’t.”

–Howard Rheingold

In today’s Web 2.0 environment, effective communicators must possess the ability to work within a transmedia environment. The rapid expansion of Internet access – whether through mobile phones or netbooks – allows for immediate updates of news, ideas, opinions and business information. Our everyday communication is changing, and the new generation of media producers needs to be ahead of the curve.

The emerging media and communication (EMAC) degree focuses on creating transmedia literate professionals. Students will learn how to create compelling Web content, use social media intelligently, work with the latest mobile phone technologies and create a substantial presence on the Web. Most importantly, coursework will also address the societal implications of an “always on” world. Our focus results in students who not only are able to create Web 2.0 content, but will also be fluent in video, audio, text and design so that the results are meaningful and accurately tell the stories of the world around us.

Careers in Emerging Media and Communication

Students graduating with an emerging media and communication degree will have options for several career paths and, most importantly, have the ability to adapt to a rapidly shifting media and technology landscape. Many will gravitate toward careers in Internet media, design, journalism 2.0 and related forms of content for the Web. Others will create their own startup companies, focusing on various aspects of Web 2.0 and 3.0 communication. There will also continue to be careers in the “traditional” business world, as large companies, nonprofits and government agencies move to incorporate the Web and social media in their marketing and business strategies.

The University’s Career Center is an important resource for students pursuing postgraduate employment. Licensed counselors are available to provide strategies for mastering job interviews, writing professional cover letters and resumes and connecting with campus recruiters, among other services.



High School Preparation

Students who wish to major in emerging media and communication should complete:

- Four units of language arts, including at least one unit of writing skills
- Three units of a single foreign language
- Four units of math
- Three units of science
- Four units of social science
- One unit of fine arts
- Two-and-a-half units of general education electives

Emerging Media and Communication at UT Dallas

The BA in emerging media and communication degree allows students to explore their unique interests in Web 2.0 through a wide selection of course offerings. Beyond core courses and major requirements, students may choose electives from courses in the arts, arts and technology, communication, creative writing, psychology and cognitive science to complete a degree plan. Students who graduate with a BA also may move on to graduate school, perhaps entering UT Dallas’ master’s program in emerging media and communication.

EMAC students’ work is recognized at U.S. and international festivals and conferences. EMAC students have been selected to present at South by Southwest Interactive, Siggraph, The Wharton School’s Supernova Conference and GigaOm’s Mobilize.

For more information, see www.emac.utdallas.edu.

Honors Program and Fast-Track

The School of Arts and Humanities (A&H) honors program offers the opportunity for advanced creative and scholarly work and recognition. To earn A&H honors, students must graduate with:

- A minimum of 30 graded, upper-division semester credit hours at UT Dallas;
- at least 12 hours of upper-division courses in the student's major with a GPA of 3.80 in those courses; and
- The completion of an honors thesis or project evaluated by two faculty members with a grade of at least B+.

Exceptionally well-qualified Arts and Humanities undergraduates who meet the requirements for admission to graduate school should consider the Fast-Track program, which allows them to begin work on an A&H master's degree before graduation. Qualified seniors may take up to 12 credit hours of approved A&H graduate courses during their senior year, which will apply to their undergraduate degree plans.

Visit www.utdallas.edu/ah/students/advising/fasttrack.html for details.

School of Arts and Humanities

The School of Arts and Humanities prepares students for the changes they will face in a media-rich 21st century. By connecting the visual and performing arts with the humanities (philosophy, literature, history), students learn how to think creatively as well as critically. More than 100 full-time faculty members, many of whom are internationally recognized scholars and performers, provide quality instruction on topics ranging from the history of the Middle East to emerging media.

Degrees Offered

Bachelor of Arts: Art and performance, historical studies, literary studies, arts and technology, emerging media and communication

Master of Arts: Arts and technology, emerging media and communication, history, humanities, aesthetic studies, history of ideas, studies in literature, Latin American studies

Master of Arts in Teaching: Aesthetic studies, history of ideas, studies in literature, humanities

Master of Fine Arts: Arts and technology

Doctor of Philosophy: Arts and technology, Humanities

Minors Offered

If your academic focus leads you elsewhere at UT Dallas, but you would still like to pursue studies in the School of Arts and Humanities, the following minors are available:

- Art history
- Asian studies
- Creative writing
- Drama/dance
- Gender studies
- Global communication and leadership
- History
- Literature
- Medical and scientific humanities
- Music
- Performing arts
- Philosophy
- Spanish/Hispanic area studies
- Visual arts

Additional Facts

- Twenty-two faculty members have been awarded prestigious fellowships, including those from the Guggenheim, Fulbright, Alexander S. Onassis and Woodrow Wilson foundations. Others are recipients of the Füst Literary Award, as well as awards from the National Endowments for the Arts and the National Endowment for the Humanities.
- The school's nine centers further enhance students' educational experience by bringing the concept of globalism to campus, by bringing world events into focus through research and by encouraging technological innovation and creativity.
- The school boasts an aggressive arts outreach program, with more than 75 events per year. Students benefit from master classes with touring artists and performance opportunities that augment classroom learning.

Contact Information

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