



Central to Creative Storytelling.

Central's Media Studies major offers a balanced curriculum that integrates theory and practice. Students learn theoretical and critical approaches to media content, systems, and institutions that cultivate skills in critical thinking, analysis, and writing.

The major also prepares students to create their own media content including films, documentaries, and multimedia packages through traditional and emerging technologies. The curriculum encourages students to cultivate an appreciation for aesthetics and artistry in media production.



As a digital filmmaker, the Central Media Studies degree provided me with the history of communication messages across various mediums in addition to the practical tools to apply that knowledge in my own documentary films.

– Mya Gray '21

Mya earned the Congressional Black Caucus scholarship for a film she produced at Central!



Program Features

- Media Studies offers three concentrations: Digital Filmmaking and TV Production; Media Analysis; and Multimedia Production and New Technologies
- Learn how to produce content in a studio and in the field
- Study abroad in places such as Rome, Paris, and Amsterdam
- Intern at a production studio
- Minor in Media Studies is also available
- Financial aid and scholarships available
- Free on-campus child care available



Program Options

- **Digital Filmmaking and TV Production:** Students pursuing film production conceive ideas, develop scripts and explore fictional/nonfictional characters through the production process. From originally scripted, short filmmaking to real-life personal portraits, students and graduates work in the entertainment industry, gain acceptance to graduate programs, compete in festivals, produce media campaigns and commercials, and obtain the foundations to create compelling work. Students pursuing television production develop skills to shoot video in the field and in the studio along with pre- and post-production work.
- **Media Analysis:** This concentration is designed for students who wish to focus primarily upon the critical, aesthetic and theoretical foundations of media and its institutions. Students learn theoretical and critical approaches to media content, systems, and institutions that cultivate skills in critical thinking, analysis, and writing.
- **Multimedia Production and New Technologies:** This concentration aims to train students to reach a theoretical understanding of how digital technologies have impacted the communication contexts (interpersonal, professional, mass communication). Students acquire the practical skills to apply technologies in desktop publishing, digital photography, web publishing, and multimedia production. Students become total communicators who can reach audiences across media platforms.

Honor Society

Lambda Pi Eta is the National Communication Association's official honor society. It recognizes outstanding student scholars in communication and has more than 500 active chapters in the United States. Central's Tau Mu Chapter was established in 2012 and each year an induction ceremony has included a festive reception for students, their families, and faculty. Students must maintain at least a 3.25 GPA in all communication courses to qualify.

Career Preparation

Media studies includes the technical skill development to create quality content along with the ability to produce robust critical analysis of others' work. With that in mind, the following job titles utilize these skills (Source: Indeed):

- Communication Specialist
- Production Assistant
- Video Editor
- Social Media Specialist
- Filmmaker
- Media Buyer
- Producer
- Digital Marketer
- Market Researcher



PROGRAM WEBSITE

ABOUT CENTRAL:

Central Connecticut State University is the largest university within the Connecticut State Colleges and Universities system. Founded in 1849, Central is also the state's oldest publicly funded university. Our campus is located in New Britain, Connecticut. Central is accredited by the New England Commission of Higher Education (NECHE).

