

# COMMUNICATION (BA) - MEDIA AND FILM TRACK

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## Program Overview

This program prepares graduates to enter the fast-changing mass media and film profession, where the convergence of media/film models requires students to work across multiple production platforms. Students develop skills in both traditional and new media production, including lighting, camera operation, audio, social media, collaboration, promotion, and distribution. Through hands-on experience, students create multi-platform media content - such as radio and podcasting, television, digital and social media, and film/video production - and work with industry professionals to refine their creative and technical skills.