Broadcasting and Cinema

Objectives
Given to us by department:
To fulfill its mission, Broadcasting and Cinema faculty members engage in student-centered teaching, research and scholarship and/or creative expression, and service. Faculty members keep the program centered in the mainstream of liberal studies, maximizing the strengths the Department draws from and provides to other Arts and Sciences units. Students and faculty members advance the identity of the Department, College, and the University within the community, state, and nation through the promotion of a rich media culture on campus and the creation and distribution of film and electronic media productions.

The Department's learning objectives for students are that BCN majors:
A. can identify and analyze historic movements, key texts, and significant genres;
B. can employ conceptual theories interrelating media, culture, and society;
C. can demonstrate artistic talent and technical competence in creative writing and in film and electronic productions;
D. gain practical experience through class projects, production opportunities, activities, and internships;
E. can engage in effective oral and written discourse, research, invention, explication, and storytelling regardless of the medium of delivery (e.g., film, television, DVD, Internet, etc.);
F. demonstrate, upon completion of the MFA in Film and Video Production, outstanding abilities in teaching, research, scholarship, and creative expression.

found on SACS
The undergraduate Media Studies curriculum is designed 1.) to nurture students’ skills of critical analysis through introducing them to historic movements, key texts, and significant genres and to conceptual theories interrelating media, culture, and society and 2.) to cultivate students' artistic talents through creative writing and producing of film and electronic texts. The program is designed to stress excellence in research, invention, explication, and storytelling regardless of the medium of delivery (e.g., film, television, DVD, Internet, etc.). Courses and extracurricular activities are designed so that students may work diligently inside and outside the classroom to gain practical experience through class projects, production opportunities, activities, and internships. Students and faculty members contribute to their community and society through promotion of a rich media culture on campus and the creation and distribution of significant film and electronic media productions.

Mission
Given to us by department
The mission of the Broadcasting and Cinema Department at UNC Greensboro is to produce exemplary liberal arts graduates who can think critically and creatively, who can communicate clearly and effectively, who can create compelling stories demonstrating
technical mastery, and who can understand the meaning of their work in its social, historical, and ideological contexts.

found on SACS
The emphasis of historic movements, key texts, and significant genres and of theories interrelating media, culture, and society promote the mission of producing students "who are knowledgeable of the history and theory of film an electronic media."

The emphasis of research, invention, explication, and storytelling promote the mission of producing students "who can think critically and creatively, who can communicate clearly and effectively in visual, oral, and written discourse."

The emphases above, along with that of cultivating students' artistic talents though creative writing and producing of film and electronic texts, promote the mission of producing students "who can skillfully and ethically employ contemporary media technology."

The products of faculty and student endeavors in and out of class--cutting edge narrative works, experimental films and videos, significant documentaries, etc.--promote the mission of developing a rich media culture for the University and the community.