



MASS COMMUNICATION OPTION

B.A. IN COMMUNICATION STUDIES

SCHOOL OF COMMUNICATION & JOURNALISM

The Mass Communication option prepares students to think critically about the ways in which mass communication influences society, and helps them become informed, critical consumers of media. Success in today's rapidly evolving media industries requires a solid foundation in the liberal arts, a comprehensive training in media theory, and introductory skills in media production as traditional communication channels overlap and converge. Special focus is given to how mediated communication influences our understanding of political and social life, and how we understand our place in a world that has become increasingly smaller.

WHAT CAREERS CAN I PURSUE WITH A MASS COMMUNICATION OPTION?

Mass Communication students graduate with the enduring knowledge and transferrable skills necessary to be successful in the contemporary workplace. This opens the door to a wide variety of employment opportunities.

Graduates find jobs in the private, government, and non-profit sectors. Employers often seek out communication skills and an understanding of how communication messages influence the world around us.

Graduates with this option are particularly well prepared to work as leaders in multiple media industries, thriving in environments that require understanding of how media impact our understanding of the world.

COMMUNICATION STUDIES CORE: 18 HRS

CMN 2010 - Introduction to Communication Theories
CMN 2040 - Argumentation & Critical Thinking
CMN 3000 - Communication Research Methods
CMN 3100 - Persuasion
CMN 3220 - Rhetoric of Race & Class
CMN 3903 - Rhetoric of Gender & Sexuality

OPTION CORE: 19 HRS

CMN 2520 - Introduction to Mass Communication
CMN 2500 - Production I

OR

CMN 3030 - Promotional Communication
CMN 3270 - Communication & Popular Culture
CMN 3530 - Film Communication
CMN 3560 - International Communication
CMN 4820 - Political Communication

OPTION ELECTIVES: 9 HRS

Mass Communication students may select any CMN prefix course as an elective. Other electives are available, selected in consultation with an advisor.

TOTAL REQUIRED HOURS: 46 HRS

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