MASS COMMUNICATION

A broad study of the ways in which information is conveyed through mass media to society, it is generally divided into two forms of media: print and electronic. Print media includes magazines, newspapers and non-periodical publications such as posters, newsletters, brochures and annual reports. Electronic media includes television, radio, video and audio production. New Media, increasingly popular in the field of mass communication, refers to computer-generated audio and video production.

Related Majors

JOURNALISM
Journalism is a discipline of gathering, writing and reporting news, and more broadly, it includes the process of editing and presenting news articles. It applies to various media, including newspapers, magazines, radio, internet, digital photography and television. Journalists are expected to be at the scene of a story to gather information for their reports in the field. Reports are almost always edited in newsrooms, the offices where journalists and editors work to prepare news content. Developing investigative skills will lead to better research and reports.

Employment opportunities
Journalist, Broadcast Journalist, Film Director or Film Producer

ADVERTISING
This study involves the planning, creation, production and placement of ads (print) and commercials (broadcast). It includes theoretical and applied aspects of advertising, the design of both periodical and specialized publications. Advertising agencies are responsible for practically all newspaper and consumer magazine ads, outdoor and indoor displays, radio and television commercials, and ads that appear in professional, technical and business-to-business publications. They must create advertisements that persuade the public to buy a product.

Employment opportunities
Desktop Publishing Artist, Advertisement Producer, Advertisement Director, Editor or Scriptwriter

RADIO AND TELEVISION
(Broadcast Journalism)
This study examines the history, theory, criticism, and nuts-and-bolts production practices of radio, television, and film. In short, students will learn how to create all manner of electronic media from scratch. The goal of any Radio and Television program is to prepare students for an entry-level position and, ultimately, a successful career in the media.

Employment opportunities
Radio & Television Stations, Government Agencies, Public Relations, Non-governmental Organizations

PUBLIC RELATIONS
Public Relations are vital in every organization as it contributes to a firm’s or institution’s brand identity. It understands and places high value on the establishment of professional and interpersonal relationships. Students will develop decision-making, strategic management, and critical thinking abilities and acquisition of theoretical and research-based knowledge important for their success in the working world.

Employment opportunities
Public Relations Executive, Corporate Communications Executive
NEW MEDIA
New Media is a multidisciplinary study of emerging forms of media, digital information and technology, often combining it with traditional journalism studies. New media demands adapting to new technology and trends while still maintaining the traditional skills and work ethic of professional reporters, journalists, artists and designers.

Employment opportunities

COMMUNICATION
Communication is the study of how and why certain messages influence individual and group behavior, how our reactions reflect underlying values of society, communication theories of monumental speeches, revolutionary political campaigns, radical social movements, and the trends in styles of news reporting.
The focus will be on different forms of speaking and writing, strategies of speakers and writers, verbal and nonverbal messages, and forms of rhetoric, from classical Roman orations to modern day websites, film and television.

Popular universities for Mass Communication

US Universities
• Michigan State University
• Ohio State University
• Oklahoma State University
• St. Cloud State University
• University of Hawaii at Manoa
• University of Kansas, Lawrence
• University of Missouri, Columbia
• University of Missouri, Kansas City
• University of Nebraska, Lincoln
• University of Washington
• University of Wisconsin, Madison
• Wichita State University
• Winona State University

Canadian Universities
• University of New Brunswick
• University of Windsor

Sample curriculum for Year 1 & 2
• Advertising Copywriting
• Business Communication
• Concept of Calculus / College Algebra
• English Composition 1
• English Composition 2
• Essentials of Public Speaking
• Fine Arts Electives
• Humanities Electives
• Introduction to Advertising
• Introduction to Computer & Information Processing
• Introduction to Interpersonal Communication
• Introduction to Intercultural Communication
• Introduction to Mass Communication
• Mass Media & Society
• Natural Sciences Electives
• Social Sciences Electives
• Writing to Mass Media

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