

## Program Overview: Bachelor of Arts, Mass Communication Media Strategies and Applications Concentration



### About This Major . . .

The Bachelor of Arts degree in Mass Communication is a concentration in Media Strategies and Applications. The primary goal of the program is to offer students opportunities to develop the knowledge, theory, and skills that will assist them in securing careers in the ever-changing field of mass communication.

Our professors have a broad mix of academic skills and professional credentials that help provide our students with the knowledge they will need. The Mass Communication department utilizes the same cutting-edge technology, equipment, and software that is used in professional media environments.

**All CMU baccalaureate graduates are expected to demonstrate proficiency in critical thinking, communication fluency, quantitative fluency, and specialized knowledge/applied learning.**

With a Mass Communication major in hand, you will be able to:

1. think critically about the relationship between media, communication, and audience.
2. evaluate the diversity, objectivity, and fairness of any form of mass communication.
3. consider a range of moral or ethical frameworks to resolve mass communication dilemmas.
4. use proper grammar, arrangement strategies, and story-telling techniques to produce content for a variety of media.
5. validate sources, interpret data, and use research tools.
6. evaluate mass communication theories and evaluate their use.
7. skillfully use industry tools and techniques common to mass communication.
8. determine the best methods and strategies for developing a message.



### Program Highlights:

#### Go Public

Make your presence known on CMU-TV, KMSA radio, the *Criterion*, *Horizon Magazine*, and the web. Collaborate with our colleagues in English by contributing to *Pinyon* and *The Literary Review*.

#### Follow Their Lead

Begin a career by producing content for magazines, newspapers, radio, television, public relations, advertising, Internet-based media, non-profit organizations, and government agencies.

#### Get Smarter

Consider an MA, MFA, or PhD in Media Studies, Mass Communications, Public Relations, Journalism, Broadcasting, and Film Studies, among other programs.

#### Get Involved

Join the Honors Program, contribute to Media Day, and learn from field trips.

#### Get Experience

Apply your expertise in a real-world setting by interning with a local or regional business or communication enterprise.

#### Get Some Attention

You'll enjoy small classes—always less than 30, probably less than 20.

#### Feel at Home

Enjoy studying in a new beautiful building that offers all the media resources you need.

## Program Requirements

A student must follow CMU graduation requirements by completing 120 semester credit hours, including 40 credits of coursework at the 300+ level. See the “Undergraduate Graduation Requirements” in the catalog for additional graduation information. Students should work closely with a faculty advisor when selecting and scheduling courses prior to registration. In general, CMU’s programs of study are based on two curriculum groups:

### 1. Essential Learning

CMU’s Essential Learning program provides the foundation of skills and information that cuts across all fields of study and the support for advanced concepts that students will later encounter in their majors. Before moving into work at the 300+ level, students complete the Maverick Milestone and its co-requirement, Essential Speech. This pair of courses is a capstone experience where students integrate what they have learned from their foundation courses by making connections among diverse areas of knowledge. The capstone is also an opportunity for students to work with disparate ideas, a critical skill expected of all CMU graduates that will aid them in solving the complex and unscripted problems they will encounter in their personal, professional, and civic lives.

### 2. What You Will Study in This Major. . .

#### Foundational Courses

These courses provide you with a solid foundation in theory, software, narrative strategies, law, and ethics and prepare you for more intensive study:

- Media Theory Introduction
- Media Software Application
- Multimedia Storytelling
- Introduction to Media Writing
- Media Law and Ethics

#### Strategies

These advanced courses teach you how to write and present your work to the public:

- Mass Media: Advertising and Promotions
- Broadcast Journalism Reporting
- Specialized Writing for Media: Science
- Specialized Writing for Media: Sport
- Specialized Writing for Media: Health
- Specialized Writing for Media: Crime
- Commercial Copy
- Social Media
- Public Relations Concepts
- Public Affairs Reporting
- Writing for Public Relations and Advertising
- Public Relations Campaigns
- Writing Opinion for Impact

#### Applications

These courses teach you how to apply your creativity and insights in a variety of media forms:

- Audio Announcing and Production
- Video Production I
- Video Production II
- Video Production III
- Photojournalism I
- Photojournalism II
- Design and Editing for Print
- Desktop Publishing
- Emerging Media

#### Senior Projects

These courses allow you to demonstrate what you’ve learned in several final impressive projects.

- Seminar, Theory, and Research
- Senior Project Portfolio
- Internship

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For more information about this major, go to: <http://www.coloradomesa.edu/masscomm/degrees.html> or contact the Academic Department Head for Languages, Literature, and Mass Communication, 252 Escalante Hall, 970.248.1119.