

PLUS ENGLISH

Why Should a Mass Communication Major Take English Courses?

As a Mass Communication major, you have an appealing set of skills. You have a solid foundation in media studies. You understand media theory, law and ethics, some key software applications, and the basics of media storytelling. The MC program gives you a nice balance of Strategy and Application courses, and you'll eventually intern at a business or firm. However, minoring in English or taking a collection of writing, literature, theory, and linguistic courses will complement your expertise and make you a more appealing and versatile employee.

Improve Your Writing

Mass Communication professionals must produce correct and clean prose. To complement what you learned in your Media Writing, Commercial Copy, Specialized Writing, Writing Opinion for Impact, and other mass comm writing courses, consider other writing-intensive courses.

- English 451: Understanding and Using English Grammar
- English 219: Introduction to Professional Writing
- English 320: Report and Proposal Writing
- English 394: Technical and Professional Writing
- English 425: Scientific Writing

Improve Your Ability to Tell Stories and Create

To add to what you learned in Multimedia Storytelling, Advertising and Promotion, PR Concepts, and Writing for Public Relations and Advertising, consider a range of creative writing courses. Writing fiction, poetry, creative non-fiction, and screenplays expands the way you think about character, setting, and structure. You'll grow even more attentive to the nuances and effects of language.

- English 250: Introduction to Creative Writing
- English 380: Memoir and Creative Non-Fiction
- English 381: Creative Writing: Fiction
- English 382: Creative Writing: Crafting Fiction
- English 383: Creative Writing: Poetry
- English 388: Creative Writing: Crafting Poetry
- English 384: The Art of the Essay
- English 389: Screenwriting

Improve Your Ability to Think Critically

Reflect on fundamental principles and assumptions as well as improve your ability to interpret and analyze narratives, images, language, and arguments.

- English 421: Introduction to Literary Theory
- English 386: Roots of Modern Rhetoric
- English 343: Language Systems and Linguistic Diversity

Improve Your Ability to Create and Understand the Power of Film

If you are keen on video production, then improve your ability to write compelling scripts and deepen your knowledge of how filmmakers use editing, cinematography, mise-en-scene, and sound to create engaging stories.

- English 389: Screenwriting
- English 390: Intro to Film Studies

Deepen Your Knowledge of Narrative and Language

Literary texts have inspired generations of PR firms, journalists, and new media storytellers. Encounter narrative examples, beautiful language, and useful contexts when you structure a story, write an op-ed, or design a PR campaign.

- Take a wide range of American, British, and World literature, from 200-level surveys or upper-division period courses to Major Authors and Genre Studies.

Too often we think too literally about our education because we look for a one to one relationship between what we do on the job and what we learn in school. However, Steve Job's calligraphy class at Reed College influenced his future creations: The Mac "was the first computer with beautiful typography. ... If I had never dropped in on that single course in college, the Mac would have never had multiple typefaces or proportionally spaced fonts." What we learn in one class cross-pollinates what we learn in another class, and that's the source of creativity and innovation. Yes, your Mass Communication curriculum will prepare you well for the world of journalism, broadcasting, video production, media, and public relations, but you will reap extra rewards if you enhance your education by improving your writing, creating new stories, thinking critically, and growing more aware of narratives, characters, and beautiful language found in great literature.