

PLUS MASS COMM

Why Should an English Major Enroll in Mass Comm Courses?

By reading, interpreting, and evaluating complex literature, theories, and criticism, you know how to organize ideas, assert and defend claims, and research. You think critically, having learned to weigh evidence, identify assumptions, evaluate persuasive appeals, and recognize faulty reasoning. Employers want smart, flexible, and creative employees, all hallmarks of a graduate in English. However, minoring in Mass Comm or taking a collection of media, public relations, video production, and journalism courses will complement your expertise and make you a more appealing and versatile graduate.

Improve Your Ability to Communicate

Every employer needs employees who can communicate well. In fact, the National Association of Colleges and Employers states that after leadership and an ability to work in a team, employers value “written communication skills” the most. Therefore, consider these communication-intensive courses that improve your ability to reach different audiences.

- Mass 213: Introduction to Media Writing and Reporting
- Mass 315: Specialized Writing (i.e.Sport/Crime/Health)
- Mass 317: Writing Opinion for Impact
- Mass 415: Advanced Media Writing and Reporting
- Mass 417: Writing for Public Relations and Advertising

Enhance Your Ability to Tell Stories and Create

Writing and studying fiction, poetry, creative non-fiction, and screenplays expand the way you think about character, setting, and structure, and Mass Comm courses help you apply what you’ve learned in a variety of contexts and in different modes and platforms.

- Mass 144: Multimedia Storytelling
- Mass 350: Public Relations Concepts
- Mass 352: Design and Editing for Print
- Mass 357: Documentary and News Producing
- Mass 441: Emerging Media
- Mass 450: Public Relations Campaigns
- Mass 452: Designing for Brand and Message

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.

- Mass 140: Media Theory Introduction
- Mass 310: Media Law and Ethics

Improve Your Ability to Express Ideas in a Variety of Modes

Video, audio, print, and new media platforms offer you a variety of ways to convey ideas and shape perception.

- Mass 261: Audio Announcing and Production
- Mass 271/471: Video Production
- Mass 342/442: Photojournalism
- Mass 357: Documentary and News Producing
- Mass 372: TV Studio Production
- Mass 441: Emerging Media

Specialize

Choose an emphasis and enroll in relevant courses that build an expertise.

- Journalism
- Public Relations (& combine with marketing courses)
- Video Production
- Audio Production
- New Media

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 English curriculum will prepare you well for any employer who values an ability to read closely, write well, and think critically, but you will reap extra rewards if you enhance your education by applying what you've learned to the world of journalism, broadcasting, video production, media, and public relations. Mass Comm and English work together well because they both value an ability to use language to enlighten, inspire, and influence.