

# Mass Communications



Mass Communications is a broad field that encompasses journalism, broadcast media, public relations and the emerging field of new media. A mass communications student will explore the history and legal aspects of media, the impact of media on the greater culture as well as how different forms of media are produced.

In the [Mass Communication](#) program at Colorado Mesa University students will have the opportunity to develop the knowledge, theory, and skills that will assist them in

securing employment in the ever-changing, broad field of Mass Communication. The degree allows students the flexibility to combine aspects of Journalism, Broadcasting, Public Relations, and New Media to focus on their interests and career goals. CMU's program is large enough to offer more than two dozen courses, yet small enough to provide individualized instruction.

Many of our recent graduates are successfully working in mass media and related careers. In order to better equip students to compete in the job market, CMU offers many opportunities for students to gain experience in media production. See the [Mass Communication Showcase](#) or [Student Opportunities](#) sites to learn more about what CMU Mass Communications students are doing.

## A person in this career field may:

- Write, edit, and produce news stories, press releases and online content.
- Serve as the public face of a corporation or government entity
- Be an on-air personality
- Produce and/or direct news programs
- Develop and maintain a business or organization's online presence

## Major Skills & Characteristics

- Written and oral communication skills
- Research, editing and organizing skills
- Creative and imaginative
- Ability to assess, persuade and influence audiences
- Work independently or in teams
- Critical thinking and problem solving skills
- Sensitivity to potential consequences or public perceptions
- Ability to understand diverse viewpoints
- Ability to synthesize information
- Ability to reason deductively and inductively

## Organizations That Commonly Employ Mass Communication Majors

- Television, radio and online organizations
- Colleges and universities
- Corporations and small businesses
- Professional associations
- Law firms
- Advertising and public relations firms
- Federal, state and local government organizations
- News organizations (print, broadcast, radio, online)

## Related Careers

- Account Executive
- Administrator
- Advertising Account Executive
- Advertising Copywriter
- Announcer/Presenter
- Audio/Visual Specialist
- Blogger
- Campaign Manager
- Communications Lawyer
- Consumer Affairs Specialist
- Copyright Specialist
- Copywriter
- Corporate Communications Director
- Customer Service Representative
- Digital Media Specialist
- Director- Film, Video, Theatre
- Documentarian
- Editorial Assistant
- Electronic Publication Specialist
- Broadcast/Sound Engineer
- Events Planner
- Executive Producer
- Film Editor
- Floor Manager
- Foreign Service Officer
- Human Resources Administrator
- Information Specialist
- Instructional Program Designer
- Lawyer
- Legal Assistant
- Legislative Aide
- Lighting Director/Technician
- Lobbyist
- Market Research Analyst
- Media Buyer
- Narrator
- New/Multi Media Specialist
- News Analyst/Correspondent/Reporter
- News Director
- News Writer/Editor
- On Air Personality/Disc Jockey
- Online Content Manager
- Paralegal
- Photographer/Photojournalist
- Podcaster
- Political Aide
- Press Secretary
- Print Production Coordinator
- Producer- TV, Film, Theatre
- Production Assistant
- Promotions Manager
- Proofreader
- PSA Director
- Public Administrator
- Public Information Officer
- Public Relations Director
- Radio/TV Announcer
- Reader
- Recreation/Attractions Manager
- Reporter/Journalist
- Researcher
- Script Writer
- Social Media Strategist/Manager
- Sound Mixer
- Special Effects Specialist
- Special Events Coordinator
- Speech Writer
- Sportscaster
- Station Manager
- Teacher
- Technical Director
- Technical Producer
- Technical Writer
- Telecommunications specialist
- Television Regulator/Censor
- Training & Development Specialist
- TV Engineer
- Video Graphics Artist
- Video Programmer
- Videographer
- Writer/Author

**Note:** Some of the occupations listed above may require additional education, experience, or training beyond a Bachelor's Degree. Please use the Career Research Resources links below to research these occupations.

## Career Research Resources:

Use these sites to research information about specific occupations such as nature of the work, training or qualifications, employment or job outlook, projections, earnings and wages.

O\*NET-Online: <http://www.onetonline.org>

The U.S. Department of Labor

- In the occupational search box type in key words, job titles, or occupational codes to research various careers.

Occupational Outlook Handbook: [http://www.bls.gov/oco/oooh\\_index.htm](http://www.bls.gov/oco/oooh_index.htm)

The Bureau of Labor Statistics

- Use the A-Z index to select the occupation you are researching.
- **View OOH information on Media and Mass Communication Occupations at:**  
<http://www.bls.gov/oooh/media-and-communication/home.htm>

My Future.com: <http://www.myfuture.com>

The Department of Defense

- This site compiles information from departments of [Commerce](#), [Education](#) and [Labor](#).

## Organizations and Associations Links

- American Copy Editors Society: [www.copydesk.org](http://www.copydesk.org)
- Investigative Reporters & Editors: [www.ire.org](http://www.ire.org)
- Bookjobs: [www.bookjobs.com](http://www.bookjobs.com)
- Idealist.org non-profit career resources: [www.idealists.org](http://www.idealists.org)
- National Association of Broadcasters: [www.nab.org](http://www.nab.org)
- National Writers Union: [nwu.org](http://www.nwu.org)
- Small Publishers, Artists and Writers Network: [www.spawn.org](http://www.spawn.org)
- Society of Professional Journalists: [www.spj.org](http://www.spj.org)
- Writers Guild of America, West: [www.wga.org/index.aspx](http://www.wga.org/index.aspx)
- Writers Guild of America, East: [www.wgaeast.org/index.php?id=53](http://www.wgaeast.org/index.php?id=53)
- Article about differences between public relations, advertising and marketing from UC Berkeley: [career.berkeley.edu/Article/021011a.stm](http://career.berkeley.edu/Article/021011a.stm)

## Job Listings/Job Search Sites:

- Bookjobs: [www.bookjobs.com](http://www.bookjobs.com)
- JournalismJobs.com: [www.journalismjobs.com/index.cfm](http://www.journalismjobs.com/index.cfm)
- Media Bistro <http://www.mediabistro.com>: [www.mediabistro.com/joblistings](http://www.mediabistro.com/joblistings)
- Writers Guild of America, West: [www.wga.org/index.aspx](http://www.wga.org/index.aspx)
- Writers Guild of America, East: [www.wgaeast.org/index.php?id=53](http://www.wgaeast.org/index.php?id=53)
- Council of Public Relations Firms job search: [careercenter.prfirms.org](http://careercenter.prfirms.org)
- New Media Social job listings: [jobs.newmediahire.com](http://jobs.newmediahire.com)