DEPARTMENT OF MASS COMMUNICATION

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Programs of the Department

The Department of Mass Communication offers the following programs of study:

- Major in Mass Communication
- Minor in Mass Communication
- Master of Science in Communication Management

Why Study Mass Communication?

Do you want to:

1. Pursue a career in advertising, journalism, or public relations, or use your skills in healthcare, financial services, information technology, federal agencies, or nonprofits?
2. Learn to choose and use the most effective communication tools and strategies to promote messages, products, and programs?
3. Expand your understanding of the media and prepare to tackle the most complex global, cultural, political, and business challenges?

Then, Mass Communication may be the right choice for you.

The mission of the Department of Mass Communication is to prepare students for careers in journalism, advertising, or public relations that are enhanced by a solid foundation in broad liberal arts education. Using a forward-thinking, practical, and experiential learning approach, the department cultivates the student body's natural curiosity about the world and fosters skills in media literacy, narrative storytelling, critical thinking, strategic communication, and ethical decision-making. Graduates will come away with the ability to make a positive contribution to their profession and become fully engaged citizens.

The department develops students who are:

- Effective communicators with strong skills in written, oral, and visual communication.
- Skilled in the use of the latest technology and tools required to thrive in their chosen fields.
- Creative problem solvers with original ideas and flexible thinking.
- Critical thinkers and ethical decision-makers with strengths in systematic analysis of evidence.
- Engaged learners with openness to ambiguity, differences, and risk-taking.

The department provides a learning environment in which students are:

- Mentored by diverse faculty who are excellent teachers through a healthy balance of academic training and industry experience.
- Guided by a curriculum that fosters strong partnerships and connections with the region's journalism, advertising, and public relations industry.
- Equipped with up-to-date technological tools that meet industry standards.
- Given ample opportunity for experiential learning in internships, study abroad and away courses, and simulation-based course work.
- Valued for their differences, unique life experience, and perspectives.

The faculty members of the department are committed to scholarly research and/or creative productions in the department's various areas of expertise. Many faculty worked professionally in the advertising, public relations, and journalism fields, and bring their industry experience into the classroom. The department provides service to TU and to a larger community in a variety of ways, such as through the American Advertising Federation, Public Relations Student Society of America, Society of Professional Journalists, as well as faculty and student presentations, workshops, and professional networking.

Internship Program Guidelines

The department strongly encourages students to participate in internships. Most Mass Communication majors complete one or more internships during their undergraduate career.

To receive academic credits for an internship, students must be declared in the major and have obtained junior/senior status, met the minimum GPA requirement, and completed the prerequisites.

Visit the department's internship page for more information on the internship application and approval process. All internship work sites must be approved by the department's internship coordinator.

Departmental Scholarships

The Department of Mass Communication offers its majors a number of scholarship opportunities.

The Patrick John O'Connell Memorial Scholarship is available for Mass Communication students with a special interest in broadcast journalism, advertising, or public relations. Other scholarships include the Eddie Ballard Award for Journalism, the Chrystal Marie Clifford Memorial Scholarship, the Kathryn Dudek Scholarship, the Sam Lacy Sports Communication Scholarship, the Steven and Laura Murfin Scholarship, the George F. Rogers Jr. Memorial Scholarship, the Elizabeth Wainio Memorial Scholarship, the J. Reg Murphy Scholarship, the Garry Bolan Scholarship, and the Keith Ewancio Scholarship. For scholarship information and deadlines, contact the department scholarship coordinator or visit the department website.

Student Organizations

The department supports the following student organizations: American Advertising Federation, Broadcast Education Association, Public Relations Student Society of America, the Society for Professional Journalists, TU Newscast, and The Towerlight, an independent student-run news organization.

Graduate Program

The department offers a master's degree in Communication Management. Information regarding the master's program is included in the Graduate Catalog.

Majors

- Major in Mass Communication

Minors

- Minor in Mass Communication

Faculty

Professors: Kwangmi Kim, Jung-Sook Lee, Eun Soo Rhee, Stacy Spaulding (Chairperson), Lingling Zhang (Graduate Program Director)

Associate Professors: Pallavi Guha, Hyang-Sook Kim, Kyongseok Kim, John Kirch, Sushma Kumble, Elia Powers

Assistant Professors: Rauf Arif, Juan Liu, Alexandrea Matthews, Enakshi Roy, Efe Sevin, Christopher Vardeman

Lecturers: Clifford Neill, Michelle Nicolosi

Professor of Practice: Megan Hurson , Megan Hurson

Lecturer III: Jennifer Atwater