

Media and Communication is a broad field encompassing the study of and practice in a breadth of areas in mass media. It includes training in the production of mass media such as digital media production, advertising and public relations, and writing for the mass media, as well as the scholarly study of media institutions, their audiences, and their roles in society.

THE PROGRAM

The Department of Media and Communication at Virginia Wesleyan University stresses the artistic and humanistic bases of its disciplines, as well as career interests, striking a balance between professional training and the liberal arts focus of the University as a whole.

THE MAJOR/MINORS

The major in Media and Communication requires the study of core knowledge and skills running across communication fields while also allowing students a degree of specialization through individualized selection of half of the major's required courses. Majors choose to focus on one of two concentrations. Students interested in media content production or academic study of mass media may choose the Media and Cultural Studies concentration. Those with an interest in communication within business contexts and journalism may choose the Strategic Communication concentration. Within each concentration, students have significant latitude to customize their program of study. This course selection flexibility also applies to the Media and Communication minor, which can enhance any existing major on campus with improved written, oral, and digital communication skills that are necessary in every field.

THE COURSES

Classes at Virginia Wesleyan University are small and interactive. Required courses in the major include Introduction to Media Studies, Writing for Mass Media, Theories of Mass Communication, Mass Communication Research Methods, Senior Seminar in Communication, and Internship. Elective courses within the major include courses such as Introductory and Advanced Filmmaking, Public Speaking, Media Law and Ethics, Persuasion and the Media, Public Relations, Organizational Communication, Children, Teens, and the Media, and many others.

INTERNSHIPS/UNDERGRADUATE RESEARCH

All Media and Communication majors are required to complete an internship within their areas of individual focus. Hampton Roads offers abundant internship opportunities for students in communication, and the communication department has long-standing internship relationships with local news organizations, businesses, broadcasters, video production facilities, and others.

BEYOND THE CLASSROOM

The media and communication industries are among the most dynamic in today's professional marketplace. Students who major in media and communication might expect to find career opportunities in digital media, film, broadcasting, journalism, advertising, public relations, marketing, social media management, sports communication, and related fields.

CONTACT INFORMATION

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