

B.A.

BACHELOR OF ARTS IN
COMMUNICATION AND MEDIA STUDIES

Be the voice for the future by gaining the communicative skills needed to be successful in the media world.

Presenting news and current events through the media has evolved in recent years, and now is your chance to start your own career in communication and media.

Program Overview

- Bachelor of Arts
- Major, Minor

Communicating is something we all do on a daily basis. Both an understanding of human communication and the ability to communicate well are the keys to a successful career. Stetson's communication and media studies faculty aids students in becoming effective creators and critics of communication in relationships, the workplace, the media, the political and legal spheres and organizations (both non-profit and for-profit). As a communication and media studies student, you will have access to a computer lab, HD projection systems and digital recording technology in Elizabeth Hall.

You will be exposed to diverse methods of education, including discussion-rich classes, internships, field experience and ultimately, a senior research project. The classes required within our program are used to study communication in a rhetorical and qualitative perspective. You will learn how to be ethical and effective as a communicator who can understand and navigate different cultural, political and social contexts.

Our challenging curriculum will provide you with the advanced knowledge necessary to excel in the field of communication and media studies and open the doors you seek to a fulfilling and rewarding career.

Program Highlights

The Mission

Among the humanities traditions of philosophy, literature and art, the mission of communication and media studies is to encourage students to better understand culture, meaning and symbolic activity for the purposes of producing more enlightened citizens. By equipping students with the accumulated knowledge of the discipline, it is our intent to foster mindful, competent, ethical and responsible communicators and message consumers. Specifically, we accomplish this by cultivating in students an awareness of the role language, interaction and symbol usage play in the ways we constitute and



Career Significance

The Communication and Media Studies program enables you to acquire the knowledge and skills sought out by majority of employers, including but not limited to written and oral communication, critical thinking and analytical reasoning, complex and creative problem-solving, ethical decision-making and teamwork skills.

Getting a degree in this field means you can get a career in a wide range of professions, such as:

- Advertising
- Communication education
- Health communication
- Journalism
- Marketing
- New media and technology
- Organizational communication
- Public relations
- Political communication

STETSON UNIVERSITY

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assign meaning to the world in which we live.

Our communication and media studies department adopts a scholarly approach to teaching and learning, and distinctively balances and integrates research and theory with practice.

Program Benefits

- Major requirements within our program are designed to give students a choice in regards to communication emphasis and an opportunity to study other disciplines.
- Interdisciplinary courses and a diverse curriculum cover main interpretative and critical methods for studying communication phenomena.
- Two semesters are given to developing your senior project.
- Curriculum and class projects prepare students for a wide range of professions as well as post-graduate studies.

Faculty

Our leading faculty members are highly regarded among Stetson University students and graduates alike.

Su Young Choi, Ph. D., University of Massachusetts Amherst

Andrew Dehnart, M.F.A., Bennington College

Antonio Golan, M.A., College of Staten Island (CUNY)

Michael McFarland, Ph.D., Northwestern University

Jelena Petrovic, Ph.D., University of New Mexico

Tara Schuwerk, Ph.D., Arizona State University

Success Stories

Jennifer Rose Curtis '14, assistant online editor,
Charisma Media

One of the things I most enjoyed about my communication and media studies major was the one-on-one conversations I had with all my professors. They had a passion to help me grow as a student and a lifelong learner. I will never forget the opportunities I had to hear other perspectives, research new topics and push myself beyond my limits.

Hannah DeBevoise '11, social media coordinator,
AACSB International

I chose to major in communication and media studies because of my fondness for telling stories. I didn't know exactly what I wanted to do post-graduation, but I knew that I loved to use words to create understanding. Even during my time at Stetson, global communication was rapidly changing. I went from taking a class on classic public relations my sophomore year to a class focused on social media and evolving forms of blogging my senior year. Now, as a social media professional, I appreciate that Stetson and the communication department faculty understood that society's communications needs were continuously changing and began to adjust and advance alongside those needs. Stetson gave me the fundamentals I needed to be a professional communicator and encouraged me to be forward-thinking in an industry that I know for certain won't be the same tomorrow as when I entered it five years ago.

Isa Adney '09, writer

Studying communication at Stetson changed the way I looked at media forever and I use what I learned every day to both create and critique the media around me. It was an invaluable education.