



BACHELOR OF ARTS IN Communication & Media Studies



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. 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 from rhetorical and qualitative perspectives. You will learn how to be ethical and effective as a communicator who can understand and navigate different cultural, political and social contexts.

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.

THE MISSION »

WHO ARE WE?

We are a diverse group of communication scholars and media creators who are committed to inspiring and challenging each other and our students. We teach communication, media and journalism from a humanistic perspective, meaning that we focus on understanding people's needs and desires, and we strive to solve social problems.

WHAT DO WE DO?

We will prepare you to be more mindful, competent, ethical critics and creators of messages and active citizens in your relationships, communities and the world. Our classes include exposure to diverse perspectives alongside intensive discussion and experiential learning, which empower you to guide your own education and follow your interests and passions.

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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. 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).

WHY SHOULD YOU JOIN US?

We will give you the tools to use to expand your horizons, exposing you to a diverse world and the possibilities that exist beyond your experiences. You will be able to use your Communication and Media Studies education to live a productive and engaged life in any profession or practice.

FACULTY »

Our experienced and successful faculty will help guide you through the journey of our communication and media studies program.

- Su Young Choi, PhD, University of Massachusetts Amherst
- Andrew Dehnart, MFA, Bennington College
- Michael McFarland, PhD, Northwestern University
- Jelena Petrovic, PhD, University of New Mexico
- Tara Schuwerk, PhD, 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.



Scan to apply today!

BEYOND THE CLASSROOM

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, marketing and public relations
- Communication education
- Consulting
- Editor and publishing
- Electronic media, journalism and radio or TV broadcasting
- Event planning
- Health communication
- Intercultural and multi-linguistic communication
- New media and technology
- Organizational communication and corporate communication
- Performing arts
- Political communication
- Public administration
- Sales
- Speech writing and coaching

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