

COMMUNICATION & MEDIA STUDIES DEPARTMENT

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The **vision** of the Department of Communication and Media studies is to have a positive effect on society by empowering students to craft and evaluate effective messages for different contexts and platforms.

The **mission** of the Department of Communication and Media Studies is to bring about the development and practice of effective, creative and ethical communication skills by students in a variety of mediated and non-mediated contexts.

The Communication and Media Studies Department offers majors in journalism, digital content creation, and communication (communication studies and theatre & film production options). In addition, the department offers minors in journalism, communication, social media, and theatre; and certificates in broadcast journalism, digital content creation, print journalism, public relations, and sports media. Students are involved in both the theoretical and applied dimensions of human communication in these programs. Consequently, students interested in further study and those interested in immediate career opportunities are served. With faculty guidance on the proper selection of courses, students can prepare for:

1. Graduate school
2. Recreational or professional theatre
3. Print or broadcast journalism
4. Public relations
5. Business or government employment requiring communication expertise

Programs

- Broadcast Journalism, Certificate of Proficiency (<https://catalog.atu.edu/undergraduate/programs/arts-humanities/communication-media-studies/broadcast-journalism-cp/>)
- Communication - Theatre and Film Production Option, Bachelor of Arts (<https://catalog.atu.edu/undergraduate/programs/arts-humanities/communication-media-studies/communication-theatre-film-production-ba/>)
- Communication Minor (<https://catalog.atu.edu/undergraduate/programs/arts-humanities/communication-media-studies/speech-communication-minor/>)
- Communication, Bachelor of Arts (<https://catalog.atu.edu/undergraduate/programs/arts-humanities/communication-media-studies/communication-ba/>)
- Digital Content Creation, Bachelor of Arts (<https://catalog.atu.edu/undergraduate/programs/arts-humanities/communication-media-studies/digital-content-creation-ba/>)
- Digital Content Creation, Certificate in Proficiency (<https://catalog.atu.edu/undergraduate/programs/arts-humanities/communication-media-studies/digital-content-creation-cp/>)
- Journalism Minor (<https://catalog.atu.edu/undergraduate/programs/arts-humanities/communication-media-studies/journalism-minor/>)
- Journalism, Bachelor of Arts (<https://catalog.atu.edu/undergraduate/programs/arts-humanities/communication-media-studies/journalism-ba/>)
- Print Journalism, Certificate of Proficiency (<https://catalog.atu.edu/undergraduate/programs/arts-humanities/communication-media-studies/print-journalism-cp/>)
- Public Relations, Certificate of Proficiency (<https://catalog.atu.edu/undergraduate/programs/arts-humanities/communication-media-studies/public-relations-cp/>)
- Social Media Minor (<https://catalog.atu.edu/undergraduate/programs/arts-humanities/communication-media-studies/social-media-minor/>)
- Sports Media, Certificate of Proficiency (<https://catalog.atu.edu/undergraduate/programs/arts-humanities/communication-media-studies/sports-media-cp/>)
- Technical and Professional Communications, Certificate of Proficiency (<https://catalog.atu.edu/undergraduate/programs/arts-humanities/communication-media-studies/technical-professional-communications-cp/>)
- Theatre Minor (<https://catalog.atu.edu/undergraduate/programs/arts-humanities/communication-media-studies/theatre-minor/>)