



# WHICH DEGREE IS RIGHT FOR YOU?

## COMMUNICATION

Department of Communication

The Department of Communication provide students with a comprehensive understanding of human communication through a balance of humanistic and scientific theory and research methods applied to real-life personal, professional, and public contexts. Students acquire the communication skills needed to work effectively in business, law, the communication professions, public advocacy, politics, education, and management. Offers B.A. & M.A. degrees

## MASS COMMUNICATION & JOURNALISM

Department of Media, Communications and Journalism

- The Media, Communications and Journalism Department prepares students for professional media, communications and journalism careers.
- Blending theory, professional practice and hands-on learning, MCJ builds ethical leaders who can think critically, write well, create effective messages, solve problems and thrive in changing environments.
- Offers B.A. Degree



## MAJOR OPTION AREAS

Communication

UNITS

42

Advertising  
Multimedia Production  
Print/Digital Journalism

Broadcast Journalism  
Public Relations

UNITS

33

\* Broadcast Journalism - 34 units

MINORS

Communication (21 units)

- Media Arts (18 units)
- Mass Communication and Journalism (18 units)



## CREDENTIALS/CERTIFICATES

Teacher Credential Program with English Department

Broadcast Meteorology Certificate (12 units)

## STUDENT INVOLVEMENT



- Communication Internships
- Barking Bulldogs Debate Team
- Forensics (Individual Events Speech Competition)
- Peach Blossom Oral Interpretation Festival
- TEDxFresnoState (student-run conference)
- Creating PR & video projects for community benefit organizations
- Fresno State Focus (student-run TV news)
- The Collegian (student-run newspaper)
- TALK PR (student-run PR firm)
- Multimedia Production Service
- KFSR 90.7 FM / Fresno State Student Webcast
- Media, Communications and Journalism Internships

# COMMUNICATION

# MASS COMMUNICATION & JOURNALISM

## EXAMPLES OF COURSES OFFERED

- Argumentation
- Business & Professional Speaking
- Communication and Conflict
- Communication & Learning
- Communication of Science and Tech.
- Communication Research Methods
- Debate and Forensics
- Environmental Communication
- Family Communication
- Freedom of Speech
- Gender Communication
- Intercultural Communication
- Interpersonal Communication
- Leadership in Groups & Organizations
- Organizational Communication
- Persuasion
- Rhetorical Theory
- Small Group Communication
- Advertising copywriting, sales, and campaigns
- Applied Media Research
- Audio Production
- Broadcast & Online News Writing
- Media Law and Ethics
- Media Performance
- Media News Writing
- Multimedia Production
- Photojournalism
- Podcasting
- Public Relations Agency Practicum
- PR Writing
- PR Campaigns
- Reporting
- Scriptwriting
- Studio Production
- TV Newscast Reporting and Production
- Video Production



## EXAMPLES OF CAREER PATHS

- Communication consulting and training
- HR specialists
- Lawyers
- Leadership and motivational speaking
- Ministers
- Political campaign directors
- Politicians
- Professors
- Public advocacy (social movements, non-profit, government)
- Sales
- Speech writers
- Teachers
- Advertising professionals (in-house and agency, sales, account management, creative, etc.)
- Commercial video producers
- Documentarian
- Filmmaker
- News Anchor
- Photographer (news, commercial, etc.)
- Public relations practitioner (agency, corporate, government, non-profit, etc.)
- Reporter (news, investigative, sports, entertainment, multimedia, etc.)
- Screenwriter
- TV studio & field production (director/TD/camera/audio/graphics)

## CONNECT

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