

MASS COMMUNICATIONS

College of Arts and Sciences • Department of Mass Communications

Degrees Available at SIUE

- Bachelor of Arts, Mass Communications
- Bachelor of Science, Mass Communications

Areas of Interest: Corporate and Institutional Media, Media Advertising, Print/Electronic Journalism, Television/Radio

Why Mass Communications?

Advertising, business communications, media relations, journalism, social networking, the “blogosphere,” and effective Web surfing — in today’s society, a deep understanding of how and where to deliver messages for a variety of audiences is essential. From maximizing and channeling communication flow to developing of targeted media campaigns, those with a mass comm degree will find a growing number of career choices. The degree can open the doors for a career in a communications industry such as television or radio, or it can serve to supplement careers that benefit from a strong communications background — political science, law, and education, to name a few.

Mass Communications at SIUE

Located in a large media market, SIUE’s Department of Mass Communications is accredited by the prestigious Accrediting Council on Education in Journalism and Mass Communication (ACEJMC). The dynamic curriculum offers a strong foundation for students to understand the historical influence of mass media upon society. Introductory courses enable students to pursue diverse careers in communications, including writing for media and television/audio production. To meet the interests of students and growing career options, SIUE offers four areas of interest: Corporate and Institutional Media, Media Advertising, Print/Electronic Journalism, and Television/Radio. Course work includes opportunities to work as student journalists or broadcasters for SIUE’s newspaper and radio outlets. Off-campus professional internships are arranged between students and various businesses in the region. The department operates a campus television studio, a video editing lab, and multimedia and audio labs, all of which contain the latest in computer software as well as audio/video recording and editing equipment.

Career Outlook

SIUE mass communications graduates have a deep understanding of the social, political, legal, economic, artistic and technological environment in which communications messages are crafted and disseminated. Graduates have obtained positions as reporters, editors, writers, photojournalists, and public relations specialists. Corporate communications, video production, media advertising, and marketing/sales are other growing fields for those with a mass communications degree. Graduates who have an understanding of Internet flow and social networking in influencing audiences are in high demand. With the need for clear, concise and influential communications continuing to grow among virtually all career paths, the job outlook for graduates is strong.

Admission Requirements

Except for incoming freshmen, students wishing to apply for a major in mass communications are required to:

- complete all Academic Development courses required by the University;
- complete any required courses to address high school deficiencies;
- achieve a minimum cumulative grade point average of 2.2 at SIUE;
- complete MC 201 and 202 with a grade of C or better.

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Faculty

Professors

Ralph R. Donald, Ph.D.

1987, University of Massachusetts

Riley H. Maynard, Ph.D.

1995, St. Louis University

Associate Professors

Gary R. Hicks (Chair), Ph.D.

1998, University of Texas at Austin

Elza N. Ibroscheva, Ph.D.

2005, Southern Illinois University Carbondale

Assistant Professors

Donna K. Hale, Ph.D.

2005, Bowling Green State University

Musonda Kapatamoyo, Ph.D.

2007, Ohio University

Suman Mishra, Ph.D.

2009, Temple University

Jason Yu, Ph.D.

2008, The University of North Carolina at Chapel Hill

Instructors

Cory Byers, M.A.

2005, Southern Illinois University Carbondale

Tammy Merrett-Murry, M.A.

1998, Webster University

SOUTHERN ILLINOIS UNIVERSITY
EDWARDSVILLE

COLLEGE OF ARTS & SCIENCES

Sample Four-Year Curriculum - BS

	FALL	SPRING
YEAR 1	MC 201 Mass Media in Society (3) ENG 101 English Composition I (3) SPC 105 Public Speaking (required) (3) STAT 107 Concepts of Statistics or CMIS 108 Computer Concepts and Applications (3) Introductory Fine Arts and Humanities (3) Total 15	MC 202 Writing for the Media (3) ENG 102 English Composition II (3) PHIL 106 Critical Thinking or MATH 106 Deductive Reasoning (3) Introductory Natural Sciences and Mathematics (3) Introductory Social Sciences (3) Total 15
YEAR 2	MC 204 Introduction to Television and Audio Production (3) Introductory General Education (3) Introductory General Education (3) Minor (3) Minor (3) Total 15	MC Professional Option (3) MC Professional Option (3) Distribution Natural Sciences and Mathematics (3) Minor (3) MC 203 (3) Total 15
YEAR 3	MC Professional Option (3) Intergroup Relations (IGR) (3) Minor (3) Minor (3) Elective (3) Total 15	MC Professional Option (3) MC Elective (3) Interdisciplinary Studies (IS) (3) Distribution Social Sciences (3) Minor (3) Total 15
YEAR 4	MC 401 Media Law & Policy (3) PHIL 481 Media Ethics (DFAH) (3) International Issues/International Culture (II/IC) (3) Minor/Elective (3) Elective (3) Elective (3) Total 18	MC 403 Media Critical Theory (3) MC 481 Internship/Senior Portfolio (3) MC Elective (3) Elective (3) Elective (4) Total 16

TRANSFER STUDENTS Maximize your transfer experience - complete the **bolded** courses/requirements pre-transfer **AND** satisfy the Illinois Articulation Initiative (IAI) General Ed Core or receive an AA, AS, or AAT (early childhood, special ed, or math) degree from an IAI community college. If 'Minor' requirements are shown, discuss careful course selection with the academic advising contact listed. Transfer Credit Equivalency Guides are located at siue.edu/transfer/

BA degree requires two semesters of same foreign language.

Exit Requirements

- Complete all specific program requirements.
- Complete all University requirements including:
 - All general education requirements
 - A minimum of 124 credit hours
 - At least 30 of which must be completed at SIUE
 - At least 60 of which must be completed at a regionally accredited 4-year institution
 - A minimum cumulative grade point average of 2.2
 - Bachelor of Arts only: one year of the same foreign language
- File an Application for Graduation by the first day of the term in which you plan to graduate.

Application Deadline

Please refer to SIUE's undergraduate application deadlines.

Academic Advising Information

College of Arts and Sciences Undergraduate Advising
 SIUE, Campus Box 1609, Edwardsville, IL 62026-1609
 618.650.5525
jeharri@siue.edu

Contact Info

Department of Mass Communications
 Campus Box 1775
 SIUE
 Edwardsville, IL 62026-1775
 618.650.2230

