

mass communication

UNION COLLEGE

Department of English, Communication, and Languages

DESCRIPTION: Bachelor of Science or Bachelor of Arts

The mass communication major is designed for students interested in entering mass media fields, including a variety of positions in television, radio, advertising, and public relations. Mass communication students are grounded in theory, but have countless opportunities to learn and develop skills related to graphic design, video production and editing, writing, and broadcasting. Graduates are prepared for a variety of professions and/or for graduate study.

KEY STRENGTHS

- Small class sizes allow for personal attention and mentoring
- Access to the latest studio and video technology
- Outstanding internships, service-learning, and other hands-on learning opportunities

STUDENT OPPORTUNITIES

- Experiential learning through internships and community service
- Ability to create pieces for a cable television audience
- Guest lecturers with real-world experience in all areas of mass communication, including production, design, and broadcasting

FACILITIES

- Audio-Video Studio: equipped with in-house lighting, overhead spot and flood lights, portable 3-point halogen/fluorescent units, laptop-based teleprompter system, and more
- Editing Lab: edit your projects with the software used by professionals—Adobe Premier Pro and Final Cut Pro

PAST INTERNSHIPS

- EMI Music Publishing, New York
- Metro TV, Louisville
- WYMT-TV, Hazard, Kentucky
- Mix 96.1 FM, Barbourville, Kentucky
- The Mountain Advocate newspaper, Barbourville, Kentucky

CAREER OPPORTUNITIES

Mass communication graduates work in a variety of industries and settings, including:

- Broadcast and print journalism
- Public relations
- Publishing
- Production
- Design
- Advertising
- Marketing
- Videography

SALARY DATA

Salaries vary among fields. Some examples include: public relations (US annual mean \$57,100, KY annual mean \$44,023), advertising and promotion (US annual mean \$91,100, KY annual mean \$62,009), broadcast technician (US annual mean \$43,004, KY annual mean \$33,945).

EMPLOYMENT TRENDS

Projections vary among fields. Public relations positions are expected to increase 18% in the US between 2006-2016, faster than the national average. Advertising positions will increase by 14% and broadcast technician positions by 9%. Explore more communications-related occupations at <http://www.bls.gov/oco/>.

FACULTY

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