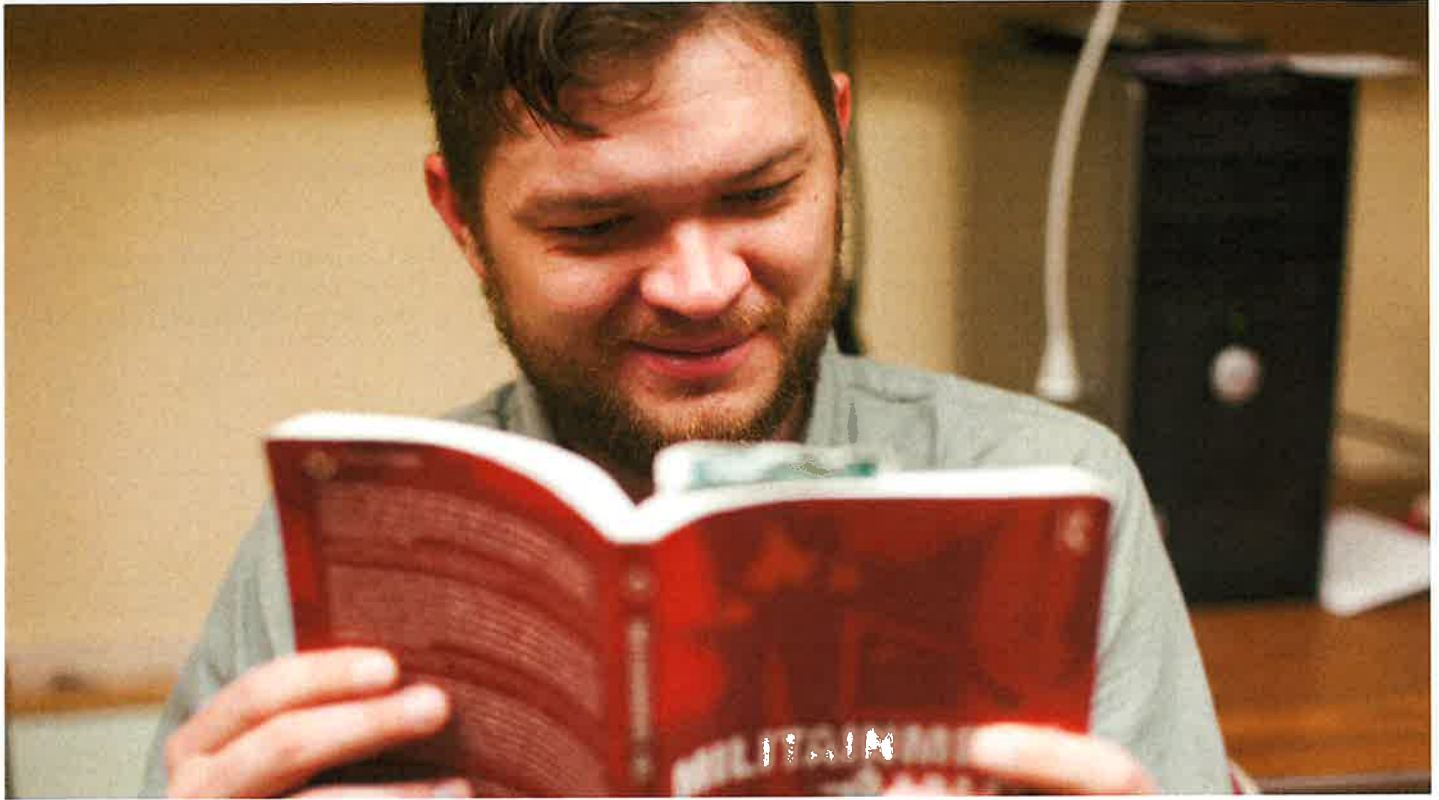


# BACHELOR OF ARTS IN COMMUNICATION STUDIES MASS COMMUNICATION



## UNDERSTAND THE MEDIA'S INFLUENCE.

Success in today's rapidly evolving media industries requires a solid foundation in the liberal arts, comprehensive training in media theory, and introductory skills in media production, as traditional communication channels overlap and converge.

The Mass Communication option teaches students to think critically about how mass communication influences society, and helps them become informed, critical consumers of media.

Special focus is given to how mediated communication influences our understanding of political and social life, and how we understand our place in a world that has become increasingly smaller.

## WHY STUDY MASS COMMUNICATION AT EIU?

- + **CREATE AND CRITIQUE MEDIA MESSAGES** - Learn how media messages shape our world.
- + **MEDIA LITERACY** - Learn how to be a critical thinker, effective communicator, and active citizen.
- + **ACQUIRE THEORETICAL KNOWLEDGE AND PRACTICAL SKILLS** - Gain knowledge that will help you to create messages either through basic production skills, or presentation and web technology skills.
- + **LEARN TRANSFERABLE SKILLS** - Develop communication abilities that are highly prized by employers in the private, public, and nonprofit sectors.

## SCHOOL OF COMMUNICATION & JOURNALISM

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[eiu.edu/commstudies](http://eiu.edu/commstudies)

## WHAT WILL I STUDY?

The Mass Communication option introduces students to the contemporary media landscape with a focus on television, film, and new media. Students discover how these industries function while also gaining the knowledge and skills necessary to assess the media's impact on society.

In addition to the Communication Studies core, which provides students with the necessary foundation to understand and critique messages, Mass Communication students learn to evaluate, not only why a message is created, but also how the medium impacts the understanding of its content. By considering persuasive messages from popular culture, film and political communication, students hone their critical thinking skills and enhance their ability to create meaningful mediated communication.

## WHAT CAREERS CAN I PURSUE?

Mass Communication students graduate with the knowledge and skills necessary to be successful in the contemporary workplace. This opens the door to a wide variety of employment opportunities.

Graduates find jobs in the private, government, and non-profit sectors. Employers often seek out applicants with strong communication skills and an understanding of how communication messages influence the world around us.

Graduates in this option are particularly well prepared to work as leaders in media industries, thriving in environments that require understanding of media and how it functions.

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## REQUIRED COURSEWORK: 48 HRS

CATALOG YEAR 2024-2025

### **COMMUNICATION STUDIES CORE: 21 HRS**

CMN 2010 - Introduction to Communication Theories  
CMN 2040 - Argumentation & Critical Thinking  
CMN 3000 - Communication Research Methods  
CMN 3100 - Persuasion  
CMN 3220 - Rhetoric of Race & Class  
CMN 3903 - Rhetoric of Gender & Sexuality  
CMN 4680 - Capstone in Communication Studies

### **MASS COMM. OPTION CORE: 18 HRS**

CMN 2520 - Introduction to Mass Communication  
CMN 2500 - Television & Video Production I

OR

CMN 3030 - Promotional Communication  
CMN 3270 - Communication & Popular Culture  
CMN 3530 - Film Communication  
CMN 3980 - Strategic Social Media Communication  
CMN 4820 - Political Communication

### **MASS COMM. OPTION ELECTIVES: 9 HRS**

Students may select any CMN prefix course as an elective. Other electives are available, selected in consultation with an advisor.