

MASTER OF ARTS IN MASS COMMUNICATION

The graduate program is structured to equip students with journalistic, public relations, and online communication skills and strategies. This 36 credit-hour program will soon be offered 100% online beginning Fall 2024 and prepares students to meet the demand for communication specialists in corporate, non-profit, and educational work environments that continue to face the challenge of cultural diversity. The Graduate Record Examination (GRE) is required. The test score will be considered along with other criteria for determining a student's eligibility for admission.

CAMPUS MEDIA



LOCATION

Washington-Johnson Complex, Room 200
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Grambling, LA 71245

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our degrees offered, scan the QR code below:



MASS COMMUNICATION

COLLEGE OF
PROFESSIONAL STUDIES

GRAMBLING
STATE UNIVERSITY®

"Where Everybody Is Somebody"

THE DEPARTMENT

Mission Statement: The Department of Mass Communication provides education to students of a historically black institution with an understanding of their responsibilities and opportunities to serve multicultural communities in the United States and globally as journalists and strategic communicators. The department also aspires to strengthen the professional media with skills, knowledge, and expertise from diverse perspectives that are reinforced by individual backgrounds and experiences.

In pursuance of the mission, the Department of Mass Communication has the following objectives:

- provide a broad understanding of the role of communication and mass media in society;
- prepare students for careers in the areas of mass communication – multimedia, broadcasting, public relations and sports journalism;
- offer workshops, and other professional services to the community;
- provide an intellectual climate for students to think critically of issues related to mass media at the regional, national, and global levels; and
- provide an understanding of the importance of personal and mediated intercultural interaction as an avenue to succeed in a multicultural society.

BACHELOR OF ARTS IN MASS COMMUNICATION WITH FOUR CONCENTRATION OPTIONS

BROADCAST JOURNALISM

The Broadcast Journalism concentration is geared toward careers in radio and television that include news (such as media news and sports reporting or anchors) but also extend beyond it to include radio disc jockeys and commentators, as well as producers of short films or documentary filmmaking. Broadcast Journalism provides a wide range of career opportunities for students learning audio, video production and editing skills.

INTEGRATED COMMUNICATION

The Integrated Communication concentration is geared toward professions in news or journalism—including newspapers, magazines, social media, radio, and television. Students also prepare to work across multiple media platforms, meaning they can write, shoot photographs or create video, layout or design publications and websites, work as graphic artists, as well as produce audio podcasts.

PUBLIC RELATIONS

The Public Relations concentration is geared toward careers focused on what is now known as strategic communication. Many organizations rely on communication professionals to help promote or tell their stories. Public relations majors also are trained to help organizations deal with crises and other challenges that often face entities dealing with the public. Public Relations remains one of the fastest growing professions among media and communication careers.

SPORTS JOURNALISM

The Sports Journalism concentration is geared toward preparing students for careers that intersect with sports and mass communication. This could range from sports reporting for news organizations (both print-oriented and broadcast-oriented) or sports organizations who need publicists, writers or production teams.