

JOURNALISM AND MASS COMMUNICATION

COLLEGE OF COMMUNICATION AND INFORMATION

Today's fast-changing media marketplace demands professionals who can hit the ground running. The School of Journalism and Mass Communication's nationally accredited program prepares students to not only succeed in this marketplace but also innovate, manage and lead.

Our hands-on curriculum puts students at the cutting edge of today's emerging multimedia careers, building a strong foundation of communication skills and an entrepreneurial mindset. We offer a full range of programs in journalism, public relations, advertising and electronic media, leveraging a state-of-the-art facility in Franklin Hall and a faculty with in-depth experience in their fields. The curriculum also allows students to earn a liberal education with additional coursework across our comprehensive university.

To learn and practice those core multimedia, multiplatform skills and techniques, our Franklin Hall facility is second to none, from the converged newsroom to the digital high-definition television studio to fully equipped multimedia learning laboratories.

As part of coursework in all majors, students must complete professional internships in their fields of study. The professional world is brought into the school through the campus daily newspaper, the *Daily Kent Stater*; and the online KentWired; the campus radio station, Black Squirrel Radio; the student-run television station, TV2; the campus magazine, *The Burr*; and the online magazine, *The CyBurr*; numerous other student-produced magazines and blogs; a student-run advertising agency; a student-run public relations agency; and a collaborative integrated communications firm.

ADVERTISING

Advertising majors study the basics of the business, how to promote and persuade and the social responsibilities of a persuasive media. The major prepares students for careers in creative, media planning, account management, media sales, sales promotion and direct marketing. Typical positions for new graduates include junior copywriter, assistant account executive, assistant media planner or buyer or assistant advertising manager.

JOURNALISM (BROADCAST)

Broadcast journalism majors study writing, editing and reporting of broadcast news. Students are prepared for news reporting and producing positions at radio and television stations. Students also may work at TV2, which broadcasts news daily on a local cable network or at Black Squirrel Radio. Graduates can find employment in online radio or television news.

JOURNALISM (MAGAZINE)

Magazine journalism majors train in all aspects of writing, editing, production and layout of magazines. Students also work at *The Burr* and the *Daily Kent Stater*. Graduates usually secure writing or editing positions at print and online magazines or newspapers.

JOURNALISM (MULTIMEDIA NEWS)

Multimedia journalism majors train in all aspects of writing, editing, layout and design of newspapers. Students work for the *Daily Kent Stater* for at least one semester as part of a reporting class, and many continue their involvement beyond that course. Most graduates find employment at daily or weekly print and online newspapers.

PHOTOJOURNALISM

Photojournalism majors study the visual reporting of news. This major is for students who have good visual perception and want to demonstrate this skill through photography. A dynamic portfolio is needed to break into this career, and the courses are geared toward producing one. Graduates find employment at newspapers, magazines or other print publications, as well as online publications where visual presentation of news is required.

INFORMATION DESIGN

Information design majors study the visual presentation of news. Students also may work on visual presentation of news for both the *Daily Kent Stater* and *The Burr*. Graduates can find employment as page designers or copy editors at traditional newspapers, magazines or at online publications.

PUBLIC RELATIONS

Public relations majors study the strategic management of communication and relationships between organizations and their key publics. Students develop skills in written, verbal and visual communications, as well as in research and strategic thinking. Graduates usually secure positions in public relations firms or with public relations departments at corporations, nonprofit organizations or government agencies.

Career Opportunities

Each year thousands of journalism and mass communication graduates head into a competitive job market. Editors and agency executives can afford to be choosy. They generally choose graduates with a strong academic background and practical, professional experience. Kent State's School of Journalism and Mass Communication program provides this.

The school's undergraduate and graduate programs provide students with the professional skills needed to succeed in the fields of online print and broadcast news, advertising, public relations, photography, electronic media production and management.

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ELECTRONIC MEDIA

Electronic media majors study radio and television production work from one of three concentrations in production, sports production and media management. Students may assist in the production aspects of both Black Squirrel Radio and TV2. Graduates generally secure entry-level positions in production departments for broadcast operations or production work in studios.

ADMISSION REQUIREMENTS

A high-quality program requires high-quality students. The school's standards are demanding. Students first entering the university, whether from high school or transferring from another institution, will be admitted directly into one of our nine majors/concentrations. Students must maintain a GPA of 2.75 to continue to take journalism and mass communication courses.

GRADUATE STUDIES

In addition to the undergraduate courses of study, the School of Journalism and Mass Communication offers Master of Arts degrees within three areas of study in the school's graduate program. A combined B.S./M.A. program is also available.

- Media Management
- Public Relations (traditional and online)
- Reporting and Editing
 - Broadcast
 - Convergence
- Journalism Educators
- Magazine
- Newspaper

The School of Journalism and Mass Communication's programs are designed to give students a solid background in preparation for a professional or academic career. Courses are dynamic, challenging and professionally relevant. With small class sizes, students are able to learn from their professors and from the experiences of their fellow classmates, of whom many are working media professionals.

An interdisciplinary doctoral program within the College of Communication and Information is available. The doctoral program provides students with a research foundation in communication and information.

ORGANIZATIONS

Students may also participate in student chapters of six national professional organizations: American Advertising Federation (AAF); Kappa Tau Alpha, the JMC honorary; National Association of Black Journalists (NABJ); Public Relations Student Society of America (PRSSA); the Society of Professional Journalists; and the National Press Photographers Association (NPPA).

SCHOLARSHIPS

The School of Journalism and Mass Communication offers more than \$40,000 annually to its students, in addition to traditional university scholarships.

FACULTY AND STAFF

The faculty members in the School of Journalism and Mass Communication are dedicated to preparing students for 21st-century careers in print, on air and online in mass communication professions. School of Journalism and Mass Communication faculty members have worked in the disciplines they teach, contributing to the professional strength of our program.

School of Journalism and Mass Communication faculty members bring more than 200 years of combined professional experience to their classroom instruction. They include former metropolitan newspaper reporters and editors, advertising and public relations executives, broadcast journalists, producers and news directors, magazine, newspaper and new media designers, and an award-winning photojournalist/news videographer. School of Journalism and Mass Communication faculty members are active researchers, using their research to inform their teaching and to remain on the leading edge. They work to ensure that undergraduate and graduate education reinforce one another to create the optimal learning environment.

School of Journalism and Mass Communication

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Bachelor of Science

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Master of Arts Doctor of Philosophy in Communication and Information

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For information on all of Kent State's degrees and majors, go online to www.kent.edu/gps.