

Communication is a broad field encompassing the study of and practice in a breadth of areas in mass media. It includes training in the production of mass media such as print and online journalism, advertising and public relations, and video production, as well as the scholarly study of mass media institutions and their roles in society.

THE PROGRAM

The Department of Communication at Virginia Wesleyan University stresses the artistic and humanistic bases of its disciplines, as well as career interests, striking a balance between professional training and the liberal arts focus of the University as a whole.

THE MAJOR/MINORS

The major in communication requires the study of core knowledge and skills running across communication fields while also allowing students a degree of specialization through individualized selection of nearly half of the major's required courses. The flexibility of required courses also translates to allow students to add a communication minor to enhance any existing major on campus with improved written and oral skills that are necessary in every field. Typically, students tend to focus on one of three primary areas: journalism, film and media study (including both scholarly and production courses), and business-oriented communication such as advertising and public relations.

THE COURSES

Classes at Virginia Wesleyan University are small and interactive. Required courses in the major include: Introduction to Media Studies, Writing for Mass Media, Understanding Film, Theories of Mass Communication, Mass Communication Research Methods, Senior Seminar in Communication, and Internship.

Elective courses within the major include courses such as Introductory and Advanced Filmmaking, Media Law and Ethics, Persuasion and the Media, Children and the Media, Public Relations, Feature Writing, Advanced Newswriting, and many others.

INTERNSHIPS/UNDERGRADUATE RESEARCH

All communication majors are required to complete an internship within their areas of individual focus. South Hampton Roads offers abundant internship opportunities for students in communication, and the communication department has long-standing internship relationships with local news organizations, businesses, broadcasters, video production facilities, and others.

BEYOND THE CLASSROOM

The communication industry is one of the fastest growing industries in today's world. Communication majors can expect to find career opportunities in the areas of radio, television, film, newspapers, magazines, digital media, advertising, public relations, and teaching.

CONTACT INFORMATION

Dr. Lisa Lyon Payne

Chair of the Department of Communication

Batten Professor of Communication

lpayne@vwu.edu

