

COMMUNICATIONS, B.A. (ALTOONA)

Begin Campus: Any Penn State Campus

End Campus: Altoona

Program Description

The curriculum of this B.A. in Communications provides a general grounding in traditional media forms along with work in the area of media convergence. Students must do coursework at both the practical and theoretical level. On the theory side, coursework will be offered in the areas of media criticism and theory, visual communications, and media history at the introductory and advanced levels. On the applied side, coursework will be offered in video and audio production, news writing and photojournalism, radio and television studio production, and public relations and advertising at the introductory and advanced levels. In the Convergent Media News Service courses, which form the most distinctive component of the program, students will actually produce and deliver a college news service in print, broadcasting (TV and streaming radio), and a multimedia online format. This hands-on experience will provide students an opportunity to create materials suitable for inclusion in a portfolio. Although not required, students will be strongly encouraged to do an internship sometime during their junior or senior years. Finally, the capstone Convergent Media Seminar will bring seniors together to consider the larger, theoretical issues related to the fast-paced changes in communications today and into the future. With a degree in this program, students will be well-positioned to go right into industry, where they will be able to compete in a number of different job markets, or to graduate school for advanced training.

What is Communications?

Communications is an academic discipline that deals with the creation and distribution of mass communication messages through media such as books, newspapers, television, radio, film, video games, and the Internet. Mass communications use writing, speech, photographs, video, and interactive content to give information or influence the audience. Communications also concerns the study of how we communicate in different ways with diverse audiences through marketing, advertising, public relations, corporate communications, digital journalism, film and other media.

You Might Like This Program If...

- You want the experience, knowledge, and skills you need to become a versatile media practitioner.
- You are interested in a career in journalism, media, public relations, advertising, or marketing.
- You would like to gain practical experience and build a portfolio of work in a state-of-art production facility.