

MEDIA AND COMMUNICATION, B.A.

Begin Campus: Any Penn State Campus

End Campus: Erie

Spring 2025 Curricular Update: *The program description, entrance requirements, and program requirements detailed on this page are effective beginning Spring 2025. To learn more about what approved curricular changes take effect in Spring 2025, please visit the Changes to the UG Bulletin page (<https://bulletins.psu.edu/undergraduate/general-information/using-this-bulletin/#changestotheugbulletintext>). To view the requirements in effect for Fall 2024, please visit the 2024-25 Undergraduate Bulletin PDF (<https://bulletins.psu.edu/pdf/undergraduate.pdf>).*

Program Description

The B.A. major in Media and Communication offers a liberal arts background with emphasis on media and communication studies. It prepares students for careers in corporate communication, print and broadcast journalism, multi-media and video production, advertising/public relations, and traditional communication studies by providing an interdisciplinary study of spoken, written, visual, and technically mediated messages.

Communication 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 communication uses writing, speech, photographs, video, and interactive content to give information or influence the audience. Communication 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're the first on board when a social media app is released.
- You can envision yourself presenting creative ideas across multiple communication platforms.
- You welcome the challenges of working with new technology and new communication mediums.