MASS COMMUNICATION DEPARTMENT

Phelps Hall, Room 126, (507) 457-5474
http://www.winona.edu/masscomm/

Description/Objective:

Mass media are needed in a free society to inform, survey, protect and enlighten. The mass communication faculty stresses developing communicators with a strong sense of their responsibility in serving the community and society. The faculty also provides practical experience in producing mass media content. Practicing professionals are frequent guests. Mass communication students have many opportunities to apply theory to practice in laboratories, co-curricular and extracurricular programs including:

- KQAL, a full-service 2,500-watt departmental radio station.
- Bravura, a laboratory publication with a circulation of 17,000.
- Color television broadcast facilities in which students produce programs for a variety of audiences as well as a weekly TV newscast.
- A multimedia lab for writing projects and graphics projects.
- Campus chapters of the American Advertising Federation, Public Relations Society of America, the National Broadcasting Society (Alpha Epsilon Rho), Society for Collegiate Journalists, and National Press Photographers Association.

Career Opportunities:

Mass communication majors choose an option for their coursework in advertising, broadcasting, journalism, photojournalism, or public relations. The curriculum offers students opportunities to develop skills in oral, visual, and written communication; gain an understanding of media law, ethics, and theory; and receive theoretical and practical experience in an area of special interest.
High School Background:
Specific high school courses in mass communication (journalism, advertising, etc.) are not required but would be helpful.

Mass Comm Courses Approved for University Studies:

<table>
<thead>
<tr>
<th>U Studies-Contemporary Cit/Democratic Instit</th>
<th>100</th>
<th>Mass Media &amp; Society</th>
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<tbody>
<tr>
<td>U Studies-Fine &amp; Performing Arts</td>
<td>115</td>
<td>Photography Appreciation</td>
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Department Programs:
B.A. Major: Mass Comm. – Advertising Option – minor required
B.A. Major: Mass Comm. – Broadcasting Option – minor required
B.A. Major: Mass Comm. – Journalism Option – minor required
B.A. Major: Mass Comm. – Photojournalism Option – minor required
B.A. Major: Mass Comm. – Public Relations Option – minor required
B.A. Minor: Mass Comm.

Declaring a Mass Communication Major:
Complete the Declaration of Major form and submit it to the Mass Communication Department Office, 126 Phelps.

First-Year Sample Program:

**Fall Semester**
- Mass Media and Society
- College Reading and Writing
- University Studies

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<thead>
<tr>
<th>Course</th>
<th>Credits</th>
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<tbody>
<tr>
<td>Mass Media and Society</td>
<td>3 cr.</td>
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<tr>
<td>College Reading and Writing</td>
<td>3 cr.</td>
</tr>
<tr>
<td>University Studies</td>
<td>6 cr.</td>
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**Spring Semester**
- Visual Communication
- CMST 191
- University Studies

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<tr>
<th>Course</th>
<th>Credits</th>
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<tr>
<td>Visual Communication</td>
<td>3 cr.</td>
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<tr>
<td>CMST 191</td>
<td>3 cr.</td>
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<tr>
<td>University Studies</td>
<td>6 cr.</td>
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