

# Mass Communication and Journalism

College of Arts and Humanities

## Department of Mass Communication and Journalism

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### B.A. in Mass Communication and Journalism

Options:

- Advertising
- Broadcast Journalism
- Digital Media
- Electronic Media Production
- Photojournalism
- Print Journalism
- Public Relations

### M.A. in Mass Communication and Journalism

### Minor in Mass Communication and Journalism

### Interdisciplinary Minor in Media Arts

### Certificate in Marketing



J. Walter Thompson, Chiat/Day, Publicis and Hal Riney, and Foote, Cone, and Belding. Public relations graduates have obtained jobs with American Airlines, Caltrans, Coca-Cola, and other nationally known entities.

The department's advertising students regularly finish high in regional and national competitions sponsored by the American Advertising Federation. The students have drawn high praise from corporations participating in these competitions.

Broadcast production students have won awards in the California State University Media Arts Festival, Charleston International Film/Video Festival, the Silver State Documentary Festival, The Telly, The Communicator, and Videography Awards competitions. The campus radio station, KFSR-FM, has received a Gold record from Columbia Records, as well as various other awards.

Students have a choice of career options: advertising, broadcast journalism, digital media, electronic media production, photojournalism, print journalism, and public relations.

## The Department

Contemplating an exciting career in mass media? Check out the Department of Mass Communication and Journalism. Graduates of the program are well represented on the staffs of many of America's finest newspapers, radio and television stations, broadcast and film production companies, advertising agencies, and public relations firms.

MCJ graduates in print journalism are working for newspapers such as the *New York Times*, *USA Today*, the *Los Angeles Times*, the *San Francisco Chronicle*, the *Fresno Bee*, and other major newspapers. Graduates in broadcast journalism are heavily represented on the staffs of Fresno radio and television stations. They also can be found at CNN, ABC, NBC, CBS, ESPN, and PBS. Graduates in advertising are working for agencies that include

## Affiliations

The department is a member of the Association of Schools of Journalism and Mass Communication, the Broadcast Education Association, and the California Newspaper Publishers Association.

Student organizations include chapters of the American Advertising Federation, Kappa Tau Alpha (a national journalism scholarship society), the National Press Photographers Association, and the Public Relations Student Society of America.

The department hosts the annual high school competitions for the San Joaquin Valley Scholastic Press Association.

## Faculty and Facilities

All MCJ faculty members serve as career and academic advisers to students. Faculty members maintain close ties with the professional community and help students find internships and jobs. The faculty has substantial professional experience and several members are recognized nationally for writing textbooks and conducting research. Most are involved in media operations of various types at both local and national levels. Several have won awards.

The department maintains studios and laboratories for audio production; video production and editing; still photography; and computerized research, writing, and design. The department produces a student-run newspaper, *The Collegian*, in both paper and on-line versions. The department also oversees a student-run campus radio station, KFSR-FM, and produces television programs and video projects through a student organization called B# Video.

Donald M. Priest, *Chair*

Tamyra Pierce, *Graduate Director*

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