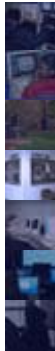


MASS COMMUNICATION

College of
Humanities and Social Sciences

[Sam Houston State University](#)



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Welcome

The Department of Mass Communication offers a comprehensive blend of courses that lead to the Bachelor of Arts in Mass Communication in five emphasis areas: broadcast journalism, print journalism, public relations, broadcast production, and media sales and management.

The program prepares students for media production and reporting, media-related decision making, audience assessment, mass communication theory, and other professional development areas. Our



department curriculum introduces our students to each of the five emphasis areas during their first year in the mass communication program. During the remaining three years, classes are offered that include digital audio and video editing, newspaper-style writing, research techniques, communication law, media marketing, scriptwriting, global communication and broadcast journalism. Students with a major or minor in the department will have the opportunity to work with departmental media: KSHU FM, KSHU TV-7, The Houstonian newspaper, or the Alcalde yearbook as part of their college experience.

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