

Contact

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Admission Requirements

(In years as established by the college)

A high school diploma with the following specific courses:

- 4 English
- 2 Algebra I & II
- 1 Geometry
- 2 Lab Science (*including biology*)
- 2 History/Social Studies
- 2 Foreign Language (*same language or two years of American Sign Language-ASL*)
- 1 Computer Science
- 1 Fine Arts
- Academic electives (*to equal at least 17 total credits*)

To ensure current mathematical skills, students should take a mathematics course during their senior year of high school.

Major Requirements

Communication

- 36 credits Communication
- 12 credits Communication (400 level)
- 27 credits External Requirements *

Mass Communication

- 36 credits Mass Communication
- 27 credits External Requirements *

Journalism

Advertising Sequence

- 36 credits Journalism
- 27 credits External Requirements *

Broadcast Journalism Sequence

- 36 credits Journalism
- 27 credits External Requirements *

News Editorial Sequence

- 36 credits Journalism
- 27 credits External Requirements *

**Some overlap with general education requirements.*

Minor in Communication - 18 credits

Minor in Public Relations - 18 credits

120 Minimum total credit hours required for graduation

College of Liberal Arts & Sciences

Program Description

The department of Communication and Journalism offers BA degrees in Communication, Mass Communication, and Journalism. The BA in Journalism offers areas of specialization in advertising, broadcast journalism, and news editorial sequences. The department also offers minors in Communication and Public Relations.

B.A. in Communication: The Bachelor of Arts degree in Communication explores how communication produces cultures, institutions, and even our sense of self. The study of communication asks how we do this, how our basic ability to communicate allows us to weave a web of relationships between and within individuals, cultures, and organizations. How do we use the power of language within personal relationships? How do we engage in decision making in groups and in persuasion in personal and social relationships? How do the stories we tell in conversation provide meaning and significance to the identities we fashion for ourselves, or cultures? What communication practices do we engage in to maintain and build organizations? What rhetorical strategies do we employ to create new social institutions or tear down old ones? How do technologies extend and alter our abilities and practices? Through an examination of these questions we develop an understanding of our lives and careers.

B.A. in Mass Communication: The Bachelor of Arts degree in Mass Communication prepares students for careers in the electronic media. Firmly grounded in the liberal arts, the degree provides students with a background in history, legal, regulatory, ethical and management issues necessary for a career in mass communication, or for graduate study. The major also prepares students for graduate study in related communication fields, law, humanities, and social sciences. Faculty are established scholars who draw on extensive professional experience and ongoing contacts with media organizations and associations, and their understanding of the industry to prepare students for entering the job market.

B.A. in Journalism: The Bachelor of Arts in Journalism requires coursework to be completed in one of three sequences—Advertising, Broadcast Journalism, News Editorial—that prepare students for leadership roles in news, advertising, and journalism careers. The Journalism major helps students develop strong oral and written expression skills, a firm grasp of public affairs, and a broad foundation in the liberal arts. Full-time faculty members are established scholars who draw on extensive professional experience and ongoing contacts with journalism organizations. Part-time faculty with careers in news and advertising share their state-of-the-art knowledge with students. An active internship program encourages students to become acquainted with working in advertising, broadcasting, and print journalism organizations, creating work experience, professional contacts, and an understanding of the industry before they enter the job market.

Minors in Communication and Public Relations provide additional opportunities to focus on an aspect of personal, social, or professional communication; develop skills and competencies; and build the expertise to find rewarding communication-oriented positions in the public and private sectors.

Career Opportunities

Recent intern job titles for majors have included: human service aide, marketing intern, marketing researcher, news clearer, production assistant, public affairs aide, publishing intern, reporting intern, intern for the sports desk, teacher-counselor, and tour guide. Upon graduation there is a broad range of job opportunities for Communication and Journalism graduates in advertising and marketing, community relations, fund-raising, human resources, newspaper reporting and editing, public relations, radio and television news, sales promotions, sports announcing, training and development, and many other areas of management requiring strong communication skills.

General Education Requirements*

ENG 101	College Composition
18 credits	Human Values & Social Context area (<i>a single course may satisfy more than 1 sub-category, but a total of 18 credits must be completed</i>) <ul style="list-style-type: none">Western Cultural TraditionSocial Context & InstitutionsCultural Diversity & International PerspectivesPopulation & the EnvironmentArtistic & Creative Expression
2 courses	Designated Writing Intensive (<i>1 must be within the major</i>)
2 courses	Biological or Physical Sciences (<i>must include at least 1 laboratory course</i>)
1 course	Ethics (<i>emphasis on discussion of ethical issues in 1 course or series of courses</i>)
6 credits	Mathematics (<i>including statistics & some computer science, only 3 credits in computer science can count toward this requirement</i>)
1 capstone	An approved experience in which the student integrates the components of his or her undergraduate training to perform at a professional level. The capstone experience is usually completed during the senior year in consultation with the student's academic advisor.

**All UMaine students must complete these general education requirements, which are counted in the total credit hours required for graduation and may be contained in the Major Requirements previously listed.*

Specialized Information

Many students gain experience in a wide range of media occupations by working for the student-run campus newspaper, *The Maine Campus*, or the student-run radio station, WMEB-FM. A limited number of student employment openings are available in the University of Maine Public Affairs and Sports Information offices.

The department administers several scholarships for students at all levels. Applicants should inquire directly to the department.

Graduate Study

The Department of Communication and Journalism offers a Master of Arts degree in Communication with major areas of study in Communication and Mass Communication.

Academic Programs 2008-2009

Please refer to the web site (<http://factsheets.umaine.edu/>) for the most updated version of the fact sheets.
This fact sheet is intended for informational purposes only and is subject to change.