

*Communication is a broad field encompassing the study of and practice in a breadth of areas in mass media. It includes training in the production of mass media such as digital media production, advertising and public relations, and journalism, as well as the scholarly study of mass media institutions, their audiences, and their roles in society.*

#### **THE PROGRAM**

The Department of Communication at Virginia Wesleyan University stresses the artistic and humanistic bases of its disciplines, as well as career interests, striking a balance between professional training and the liberal arts focus of the University as a whole.

#### **THE MAJOR/MINORS**

The major in communication requires the study of core knowledge and skills running across communication fields while also allowing students a degree of specialization through individualized selection of nearly half of the major's required courses. The flexibility of required courses allows students to add a communication minor to enhance any existing major on campus with improved written and oral skills that are necessary in every field. Typically, students tend to focus on one of three primary areas: journalism, film and media study (including both scholarly and production courses), and business-oriented communication such as advertising, public relations and marketing.

#### **THE COURSES**

Classes at Virginia Wesleyan University are small and interactive. Required courses in the major include Introduction to Media Studies, Writing for Mass Media, Understanding Film, Theories of Mass Communication, Mass

Communication Research Methods, Senior Seminar in Communication, and Internship. Elective courses within the major include courses such as Introductory and Advanced Filmmaking, Media Law and Ethics, Persuasion and the Media, Public Relations, Organizational Communication, Children, Teens, and the Media, and many others.

#### **INTERNSHIPS/RESEARCH**

All communication majors are required to complete an internship within their areas of individual focus. Hampton Roads offers abundant internship opportunities for students in communication, and the communication department has long-standing internship relationships with local news organizations, businesses, broadcasters, video production facilities, and others.

#### **BEYOND THE CLASSROOM**

The communication industry is one of the most dynamic in today's professional marketplace. Students who major in communication might expect to find career opportunities in digital media, film, broadcasting, journalism, advertising, public relations, marketing, social media management, sports communication, and related fields.

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#### **CONTACT INFORMATION**

##### **Dr. Stuart Minnis**

*Chair of the Department of Communication*

*Professor of Communication*

[sminnis@vwu.edu](mailto:sminnis@vwu.edu)

