Introduction

Mass Communication is a major that is closely related to communication studies. Mass communications is part of the Communication Arts department. This major is designed to give students the skills they need to have careers in broadcasting, journalism, film and video production. Mass Communications can be broken down into two different majors. There is a mass communications production track major and critical analysis major. The production track major will give you a Bachelor of Science degree, and offer you careers in television production, film production, and broadcast journalism. The critical analysis major will give you a bachelor in arts degree, and offer careers in television, film and journalism. Both fields of study let students pursue many careers in media and broadcast.

Functional Skill Set for Mass Communication Majors:

Present specific viewpoints
Reporting and editing skills
Evaluate ideas and presentation
Gather information and data
Critical thinking skills
Work with deadlines
Measure media effects
Evaluate information and sources
Planning and managing skills
Work independently or in teams
Interpretation skills
Effective speaking
Related Career Titles for Mass Communication Majors:

- Actor
- Advertising Account Executive
- Advertising Copywriter
- Advertising Manager
- Anchorperson
- Announcer/Commentator
- Art Director (Motion Pictures, Radio, TV)
- Audiovisual Product Spec.
- Broadcast Advertising Salesperson
- Broadcaster
- Business Manager
- Cable Programmer
- Communications Equipment Operators
- Communications Lawyer
- Communications Operations Mgr.
- Contestant/Guest Coordinator
- Continuity Writer
- Copywriter
- Critic
- Director - film, video, theatre
- Director of Photography
- Editorial Assistant
- Electronic Publication Specialist
- Employment Interviewer
- Film Editor
- Floor Manager
- Government Relations Specialist
- Graphic Artist
- Greeting Card Writer
- Lighting Technician
- Managing Editor Audio Engineer
- Market Research Specialist
- Marketing Manager
- Media Buyer
- Media Coordinator
- Media Manager
- Media Resource Director
- Media Specialist, School Library
- Media Technicians
- Motion Picture Director
- Music Director
- Music Librarian
- Narrator
- New Director
- New Writer/Editor
- News Director
- News Editor
- News General Mgr/Station Mgr.
- News Production Assistant
- News Reporter
- Newscaster
- Operations Director
- Operations Manager
- Photographer
- Photojournalist
- Producer - TV, film, theatre
- Production Assistant
- Production Assistant Proofreader
- Production Manager
- Program Director
- Program Manager
- Public Information Officer
- Public Relations Assistant
- Public Relations Manager
- Public Relations Programming
- Public Service Director
- Publicity Director
- Publisher
- Radio Disc Jockey
- Radio/TV Announcer
- Recording Engineer
- Recording Technician
- Reporter
- Reporter/Journalist
- Research Director
- Sales Manager
- Sales Representative
- Sales Service Coordinator
- Script Writer/Sports Promoter
- Scriptwriter
- Set & Props Manager
- Sounds Effects Technician
- Sportscaster
• Staff Announcer
• Station Manager
• Technical Director
• Technical Writer
• Telemarketer
• Television Producer
• Traffic Manager
• TV News Anchor
• TV, Radio, Film Director
• TV, Radio, Film Producer
• TV/Engineer
• Video Programmer
• Video, Audio Control Tech
• Writer/Author
• Writer-Producer

Some Organizations that Typically Employ Mass Communication Majors:

Advertising Companies
Communication Dept. of Large Business & Corp.
Free Lance
Motion Picture Companies
Television and Film Settings
Theatrical Production Companies
Video Production Companies
Cable Stations Film Companies
Government Agencies
Public Libraries
Television Stations
Universities
Major networks
Commercial broadcast stations
Public television stations
Cable television
Private television production
Business corporations
National networks
National public radio
State or regional networks
Major, medium & small market stations
Independent syndications
Music industry, including recording, radio and television, retailing, wholesaling, publicity, symphonies and orchestras, arenas and halls, and education.
Theaters
Opera companies
Ballet companies
Performing arts support services
Specialized journalism firms
Art museums, galleries, auction galleries
School/training centers for the arts
Sports industry including team promotion, player management, journalism and announcing.

Start a Strategic Plan:

Secure internships.
Gain experience in campus or local stations or independent production companies (latter for production.)
Join campus newspaper or publications staff.
Participate in drama club-directing, acting, or technical crew.
Become a debate club participant.
Develop good writing, reporting, and editing skills.
Gain knowledge of community and its needs.
Demonstrate curiosity, confidence, assertiveness, creativity, initiative, outgoing personality, tact and diplomacy.
Gain campus or local radio experience.
Secure internships.
Announce sports events.
Host music programming for parties and social events.
Coordinate, program and promote musical events.
Demonstrate imagination, writing and verbal skills, sense of humor, and showmanship.
Acquire knowledge, skills and related experience in area(s) of interest.
Join related professional organizations.
Develop excellent interpersonal and presentation skills.
Take elective courses in Journalism, Broadcasting, Public Relations and Advertising.
Acquire Business minor.
Develop research skills.
Get experience in sales.
Professional Organizations and Associations for Mass Communications Majors:

Academy of Motion Picture Arts & Sciences
8949 Wilshire Blvd.
Beverly Hills, CA  90211-1972
http://www.oscars.org

Association for Multi-Image International, Inc. (AMI)
10008 N. Dale Mabry  Suite 113
Tampa, FL  33618

Black Filmmaker Foundation
670 Broadway  Suite 304
New York, NY  10019

National Association of Broadcast Employees and Technicians (NABET)
501 3rd St. NW  Suite 880
Washington DC  20001-2797

Screen Actors Guild
5757 Wilshire Blvd.
Los Angeles, CA  90036-3600
http://www.sag.com

Association of Independent Video & Filmmakers
304 Hudson St., 6th Floor
New York, NY 10013
http://aivf.org/

Director’s Guild of America (DGA)
7920 Sunset Boulevard
Los Angeles, CA  90046
http://www.dga.org/

Update 11.30.10
# ELECTRONIC MEDIA AND BROADCASTING

## What can I do with this major?

### AREAS

**TELEVISION**
- Programming
- Producing
- Promotion
- News Reporting
- News Producing
- News Videography
- Sportscasting
- Weather Forecasting
- Anchoring
- Editing
- Directing
- Casting
- Research
- Management
- Sales
- Public Relations

**RADIO**
- News
- Programming
- Production
- Promotion
- Management
- Announcing
- Research
- Sales

### EMPLOYERS

**TELEVISION**
- Major networks
- Local commercial television stations
- Public television stations
- Cable television
- Private production companies
- Government
- Business corporations

**RADIO**
- National networks
- National public radio
- Digital stations
- State or regional networks
- Major, medium, and small market stations
- Local commercial stations and groups

### STRATEGIES

**TELEVISION**
- Participate in campus media including student television and cable stations.
- Seek part-time or volunteer opportunities with independent production companies.
- Complete practicums at local television stations and internships at local or national TV stations, networks, or cable systems.
- Join student broadcasting organizations.
- Develop excellent writing, reporting, researching, and editing skills.
- Volunteer to announce sporting events on campus or at local high schools.
- Consider taking courses in political science, economics, sociology, or any applicable field for news broadcasting careers.
- Read trade publications.
- Be willing to start in smaller markets and work your way up the ladder. Professionals often move frequently for career advancement.
- A greater number of opportunities exist in larger cities.

**RADIO**
- Work at the student radio station. Join radio or music organizations on campus.
- Complete an internship at a station.
- Announce sporting events for your university.
- Host music programming for parties and social events.
- Coordinate, program, and promote musical events.
- Gain performance experience through music, drama, or public speaking.
- Create a demonstration tape to be used as a sample of vocal and speaking talent.
- Enhance public speaking skills by practicing with a handheld recorder.
- Radio job markets are known to fluctuate, be prepared to weather the changes.
<table>
<thead>
<tr>
<th>AREAS</th>
<th>EMPLOYERS</th>
<th>STRATEGIES</th>
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<tbody>
<tr>
<td><strong>INTERNET</strong></td>
<td>Internet based companies, e.g., Yahoo or Google</td>
<td>Gain expertise in computer and Internet technology.</td>
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<tr>
<td>Webcasting</td>
<td>Companies specializing in webcasting services and technology</td>
<td>Learn how to design websites.</td>
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<tr>
<td>Podcasting</td>
<td>Businesses in a variety of industries</td>
<td>Become familiar with a variety of languages and software packages on various platforms.</td>
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<tr>
<td>Web Design/Development</td>
<td>Colleges and universities</td>
<td>Seek certifications in networking, website design, or related areas.</td>
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<tr>
<td>Website Maintenance</td>
<td>Nonprofit organizations</td>
<td>Volunteer to create or maintain websites for student organizations or local nonprofits.</td>
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<tr>
<td>Management</td>
<td></td>
<td>Assist in campus webcasts if possible.</td>
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<tr>
<td>Administration</td>
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<tr>
<td>Sales and Marketing</td>
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<tr>
<td><strong>VIDEO PRODUCTION</strong></td>
<td>Freelance or private video production companies or videographers</td>
<td>Obtain entrepreneurial knowledge and experience through starting a small business or taking business courses.</td>
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<tr>
<td>Directing</td>
<td>Large corporations</td>
<td>Volunteer to do video editing/production for campus videographers or television stations.</td>
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<tr>
<td>Management</td>
<td>Universities and colleges</td>
<td>Gain contacts in the specific industry of interest (e.g. develop relationships with wedding photographers in order to build wedding videography business).</td>
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<tr>
<td>Production</td>
<td>Post-production companies</td>
<td>Enter video contests.</td>
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<tr>
<td>Writing</td>
<td>Professional associations</td>
<td>Cultivate artistic talents.</td>
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<tr>
<td>Post-Production/Editing</td>
<td>Non-profit organizations</td>
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<tr>
<td>Videography</td>
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<tr>
<td><strong>EDUCATION</strong></td>
<td>Colleges and universities</td>
<td>Obtain a PhD for college and university teaching opportunities.</td>
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<tr>
<td>Broadcast Management</td>
<td>Technical schools</td>
<td>Obtain state teacher certification for high school teaching opportunities. You will need certification to teach additional subjects such as foreign languages, English, theater, social studies, or art.</td>
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<tr>
<td>Production</td>
<td>Public and private high schools</td>
<td>Volunteer to assist local high school students with productions.</td>
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<tr>
<td>Journalism</td>
<td></td>
<td>Actively participate in campus radio, television, or theatrical organizations.</td>
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<tr>
<td>Script Writing</td>
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<td>Mass Communications</td>
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<td>Media Arts</td>
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<td>Digital Communication</td>
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GENERAL INFORMATION

- Internships are crucial for breaking into the field of electronic media and broadcasting. Complete several internships if possible.
- Develop excellent technical and computer skills, especially internet proficiency and knowledge.
- Seek opportunities for experience in any performance situation such as drama, debate, public speaking, music or athletics in order to demonstrate talent as well as ability to handle pressure.
- Demonstrate curiosity, confidence, assertiveness, creativity, initiative, organizational skills, competitive spirit, enthusiasm, persistence, and diplomacy.
- Display appropriate talents for public performance and appearance such as sense of humor, verbal and written communication skills, imagination, showmanship, and an outgoing personality.
- Consider shadowing or informational interviewing as a means through which to gain information, develop contacts, build mentoring relationships, and gain entry into a competitive field.
- Be willing to start at the bottom doing entry level tasks before moving up to larger markets or organizations.
- Understand that geographic flexibility and a willingness to relocate are important in finding job opportunities.
- Study all aspects of the industry and stay up-to-date through continuing education or training.