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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