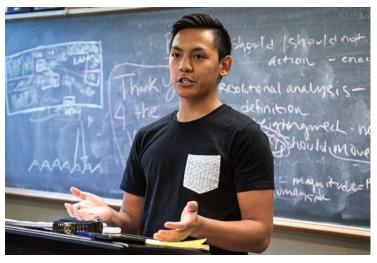
# **Communication Studies**





We all communicate with others. We send messages, share ideas and tell stories. Sometimes we communicate with large audiences, like on the Internet, television and other media. Other times communication is on a small scale — between friends, family or co-workers.

You will learn to analyze messages from historical, critical and social scientific perspectives and how to produce effective messages. You will learn how to listen actively, communicate strategically and engage your listeners.

## **Program Details**

Most classes are small which allows for close working interactions between students and faculty.

#### Advocacy and Public Communication:

Courses focus on helping you become an effective and ethical speaker and a more alert critic of information and argumentation. You will gain responsible advocacy and leadership skills that are essential in business, nonprofit and civic settings.

Media Studies: Coursework includes instruction in screenwriting, media production, internet studies, media history, film and television criticism. You will learn how to analyze audio and visual media as well as how to create your own digital stories.

### Organizational/Corporate

**Communication**: This emphasis combines a common core of courses in communication with classes that examine communication systems, training and consulting.

## **Student Experiences**

**Reality Bytes** is an independent student film festival organized by Communication Studies students. The annual competitive festival is held in April and features short films from around the world. Students review films as well as organize and promote the event.

**Forensics** is a student organization devoted to a wide range of competitive and noncompetitive speech activities. Our speech and debate team has a rich history of providing students hands-on training in argumentation, advocacy, public speaking and performance.

**Public Relations Student Society of America** (PRSSA) is the foremost organization for students interested in public relations and communications. This organization provides opportunities for professional development, workshops and networking.

## **Engaged Learning**

You can engage in a wide variety of hands-on learning opportunities including working with faculty on research projects, interdisciplinary video productions, websites and much more. You are encouraged to complete internships in preparation for careers post-graduation.

"I am learning how to improve my communication skills and how to apply communication principles to anything in life. It will help my career (in management or public relations).

I think I will be well-prepared when I graduate."

- (COMS student, 2017)



### COMMUNICATION STUDIES AT NORTHERN ILLINOIS UNIVERSITY

## B.A. or B.S. in Communication Studies

Each of the areas in the Department of Communication requires courses best suited to preparation for that particular emphasis. The courses include hands-on training, theory and ethics courses, historical and critical analysis courses as well as courses in communication and the law. We offer certificate programs in digital media production and film and television studies.

Requirements for each emphasis can be found at go.niu.edu/commstudies.



### **Advocacy and Public Communication (33-34 credits)**

Students prepare to be effective and ethical speakers, listeners and writers. Courses focus on communication skills, performance, advocacy, rhetorical analysis, as well as elective options. You will gain responsible advocacy and leadership skills that are essential in business, nonprofit and civic settings.

### Media Studies (35-40 credits)

Students take both production and studies courses for their major. Production students use an array of sophisticated media tools from HD cameras and digital editing software to studio control room equipment. Studies courses include film and TV, history, theory and criticism, advertising and political communication.

## **Organizational/Corporate Communication (34-36 credits)**

Students explore a common core of courses in communication with classes that examine communication systems, training and consulting, as well as advertising and corporate advocacy in various settings. Courses may focus on organizational communication, interpersonal communication, public relations, communication skills and more.

### Who Studied Communication at NIU?

Melanie Schlenker, B.S. '15 – Digital Communication Coordinator Cori Frankenberg, B.A. '14 – Baseball Communications Assistant, Minnesota Twins Danielle Brouillette, B.A. '11 – Meeting Planning Coordinator Elizabeth Dawson, B.A. '07 – Market Researcher

Dave Naze, B.A. '00, M.A. '02 – Dean of Academic Excellence and Support, Joliet Junior College Michael Kirch, B.A. '87 – Dean of Business and Social Sciences, Normandale Community College

Bill Weinman, B.A. '84 - Editor-Writer-Producer, Disney ABC Television Group

Marcus LeShock, B.A. '03, M.A. '05 – Feature Reporter, WGN-TV



### **Contact Information**

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niu.edu/comm

### **Careers In Communication**

Advertising Copywriter/Manager
Campaign Research Specialist
Communications Manager
Retail Sales
Public Relations Representative
Community Relations Director
Speech Writer
Corporate Communication Staff
Human Rights Officer
Public Information Officer
Recruiter
Advertising Sales Agent
Broadcast News Analyst
Interpreters and Translators

**Meeting and Convention Planner** 

Media Producer/Videographer

Media Director/Manager

Film Editor Screenwriter Filmmaker

