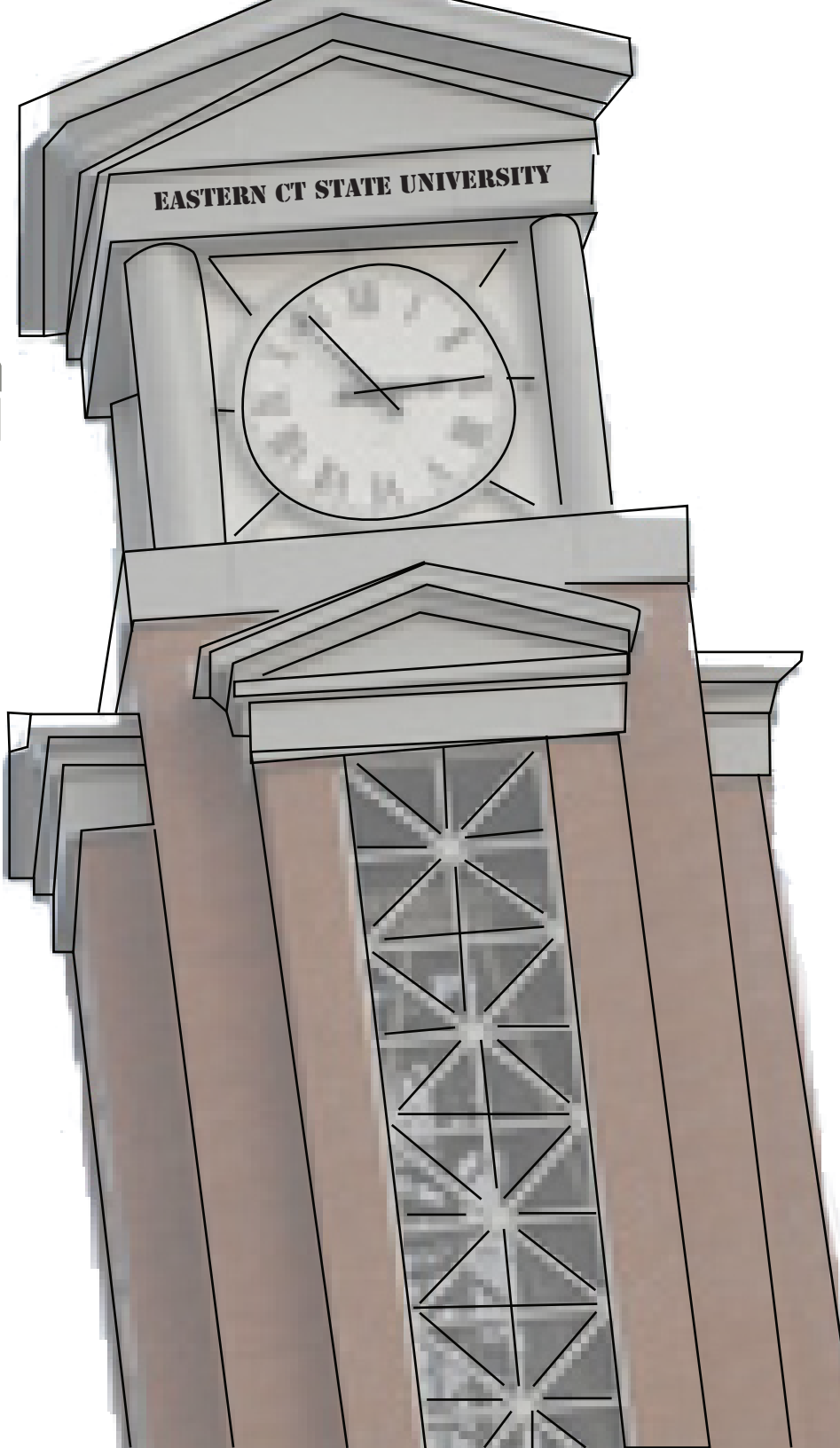


Communication



Who is the Communication Department?



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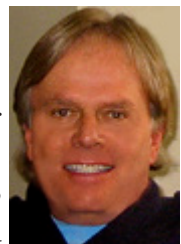
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Public Relations Student Society of America (PRSSA)

To cultivate a favorable and mutually advantageous relationship between students and professional public relations practitioners; to develop highly qualified, well-prepared professionals.

Advisors:

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*Bob Molta, 860-465-5172
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WECS (radio station)

Eastern's own WECS Radio 90.1 FM! We are a community service station located within the Media Building of the Eastern Connecticut State University's Campus broadcasting 24/7 with Student DJs, Community members and NPR News.

We've improved our online streaming service to enable listening on more computers and on your portable devices and would love for you to try it out! Use the player below or go to Live. WECSRadio.com on your mobile device to listen on the go.

CLU

TV22

To give students who major and minors in their career and k... sion and editing. Ple... tv22@my.easternct.e... information.

Advisors:

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backa@easternct.edu*

*Paul Melmer, 860-46...
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American Advertising Federation (AAF)

To inform and educate students about the different aspects of advertising and the advertising industry with campus activities and annual trips to AWNY conference in NYC.

Advisor:

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AMERICAN ADVERTISING FEDERATION
THE UNIFYING VOICE FOR ADVERTISING™

IBS

Campus Lantern (newspaper)

To organize, edit, and publish a student-run weekly newspaper. Please contact the Campus Lantern at lantern@my.easternct.edu or by phone at (860) 465-4445 for membership information.

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What can I learn?

Concentrations

TELEVISION:

The recommended course sequence for students planning to enter careers in Television is:

Subject	Course	Title
COM	120	Television Production I
COM	220	Television Production II
COM	320	Television Production III
COM	420	Television Directing

RADIO AND AUDIO PRODUCTION:

The recommended course sequence for students planning to enter careers in Radio and Audio Production is:

Subject	Course	Title
COM	241	Intro Radio and Audio Production
COM	245	Digital/Analog Audio Production: Radio/Video/Internet
COM	340	Broadcast Management
COM	440	Workshop in Radio and Audio

JOURNALISM:

The recommended course sequence for students planning to enter careers in journalism is:

COM	351	Contemporary Print Journalism
COM	355	Radio and Television News Writing
COM	361	Publication Design
COM	450	Advanced Journalism

PHOTOGRAPHY:

Students planning to enter careers in Photography should take this sequence of courses:

COM	210	Photography I
COM	215	Media Aesthetics
COM	310	Digital Photography
COM	361	Publication Design

MEDIA WRITING:

Students planning to enter careers concentrating on Media Writing should take this sequence:

COM	351	Contemporary Print Journalism
COM	355	Radio and Television News Writing
COM	357	Scriptwriting
COM	373	Advertising Copywriting

ADVERTISING:

Students planning to enter careers concentrating on Advertising should take this sequence:

COM	270	Advertising Essentials
COM	370	Advertising Copywriting
COM	476	Advertising Media Planning
COM	478	Advertising Campaigns

PUBLIC RELATIONS:

Students planning to enter careers concentrating on Public Relations should take this sequence:

COM 260	Introduction to Public Relations
COM 364	Public Relations Writing Methods
COM 464	Public Relations Crisis Management
COM 468	Public Relations Campaigns

Requirements

Subject Course	Title	Credits
COM 100	Introduction to Mass Communication	3
COM 101	Interpersonal Communication	3
COM 300	Communication Law and Ethics	3
COM 350	Communication Writing	3
COM 400	Communication Research	3
COM 403	Mass Communication Theory	3
COM 490	Communication Internship	3
COM 491	Communication Internship	6

Electives

Communication majors must select 15 semester hours of courses from the following:

COM 115	Introduction to Video Editing		
COM 120	Television Production I		
COM 174	Resources, Research and Responsibilities		
COM 210	Photography I		
COM 215	Media Aesthetics		
COM 220	Television Production II		
COM 230	Basic Speech		
COM 241	Introduction to Radio and Audio Production		
COM 245	Digital/Analog Audio Production: Radio/Video/Internet		
COM 260	Introduction to Public Relations		
COM 270	Advertising Essentials		
COM 301	Persuasion		
COM 310	Digital Photography	COM 358	Scriptwriting and Presentation
COM 312	Professional Presentations	COM 361	Publication Design
COM 320	Television Production III	COM 364	Public Relations Writing Methods
COM 321	History of Communication	COM 372	International Advertising and P.R.
COM 325	Motion Graphics and Visual Effects for Film & Video	COM 373	Advertising Copywriting
COM 330	Organizational Communication	COM 420	Workshop in Television
COM 340	Broadcast Management	COM 425	Advanced Television Workshop: News
COM 351	Contemporary Print Journalism	COM 430	Non-Linear Editing
COM 355	Radio and Television News Writing	COM 435	Documentary Production
COM 357	Scriptwriting	COM 440	Workshop in Radio and Audio
		COM 450	Advanced Journalism
		COM 460	Special Topics in Communication
		COM 464	Public Relations Crisis Management
		COM 468	Public Relations Campaigns
		COM 476	Advertising Media Planning
		COM 478	Advertising Campaigns

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