

QUESTION AND ANSWER FOR DEGREE PROGRAMS IN THE DEPARTMENT OF COMMUNICATION

Degrees in the Department of Communication

- › B.A. in Public Relations
- › B.A. in Communication
- › B.A. in Communication with a concentration in:
 - Communication Studies
 - Journalism
 - Broadcast Journalism
 - Media Production

PUBLIC RELATIONS

- Are you interested in a degree that builds your knowledge and skills managing an organization's social media strategies, integrated marketing communication efforts, crisis management, event planning, and community relations activities?

With the **B.A. in Public Relations**, you will gain proficiency using digital and social media communication, strategic thinking and multiplatform writing, event planning and promotion, and integrated marketing campaign development to work in virtually any industry – sports, entertainment, healthcare, food, travel, fashion, lifestyle, advocacy and social justice, technology, gaming, and more.

What opportunities are there for hands on learning?

We have a brand-new Social Media Applications Research and Teaching S.M.A.R.T lab. The lab features the latest social media analytics software, podcasting tools, and opportunities for certification, training, and workshops integrated into your coursework. Our Student Public Relations Association and extensive alumni connections provide students access to exclusive paid internships, mentoring, NYC agency field trips, PR/social media/marketing career fairs, and networking opportunities.

What can you do with a B.A. in Public Relations?

You can pursue careers in marketing, brand promotion, public affairs, social media management, copy writing, corporate communication, fundraising, employee relations, community affairs, advocacy and philanthropy, sports information, public relations, and promotions across many industries. Employers include PR agencies, Magazine publishers, Advertising firms, Nonprofits, Universities, Record Labels, Fashion houses, and Hospitals, to name a few.

Communication

- Do you want to work in any of the communication or media-related industries?
- Do you like creating content for audio, visual, and digital communications?
- Do you like to analyze the constant flow of messages from the news media, social media, advertising and more?

The **B.A in Communication** lays the groundwork for crafting messages, understanding audiences, working with modern media technologies, learning key communication theories, honing intercultural skills, and developing critical thinking and creative competencies. You combine critical thinking and creative skills with writing and audio, visual, and digital communications, enhancing your interpersonal and intercultural competencies and providing a platform for ongoing engagement with today's media-driven world. You examine the relationship of communication with other humans, with culture, and with society, taking a critical eye to the constant flow of messages that surround us — messages from the news media, other humans (social media and digital communication), advertising and marketing, governments, and non-profits, and more. You will have the freedom to explore a variety of communication topics, while learning the skills necessary to be adept, versatile, and highly employable communicators in an extensive range of careers.

What opportunities are there for hands on learning?

You can join any of the department clubs and immerse yourself in TV production, radio, public relations, journalism, or film. Through coursework you will hone your writing for different audiences and platforms- print, digital, social media, audio, video. Access to the SMART Lab will provide you with hands on learning about social media and digital communication as well as courses that teach production skills.

What can you do with a B.A. in Communication?

Graduates work in many different industries. Some examples: Business (TV, radio, film, news, sports, entertainment, fashion, lifestyle, travel, etc.), Government, non-profit, health care, International relations, Social and human services, Education, and Publishing. The B.A. in Communication also supports your development of professional skills in human interaction, written and verbal communication, teamwork, public speaking, writing, and editing for print, video, audio, digital and social media. You will be qualified for a variety of positions, including in human resources, customer service, corporate communications, marketing and promotion, media and event planning, technical writers, public relations specialists, news and media analysts, and editors.

COMMUNICATION STUDIES

- Are you interested in a degree that builds your knowledge and skills communicating with other people for jobs in business, education, politics, human services, or international relations?

With the **Communication major in Communication Studies**, you will improve your ability to interact personally and professionally-- from co-workers and customers to friends and family. Developing knowledge in science and practice, you will learn about working in teams, with diverse cultures, and in one-one relationships to enhance collaboration and understanding through persuasion, language, and managing conflict. Through rigorous coursework, you will hone your skills to communicate effectively through writing, public speaking, and technology.

Do you like data analytics and research?

With the **Communication major in Communication Studies**, you will learn how to use data analytics and design and in-depth study to tie together your interests in communication with a capstone project.

What can you do with a Communication degree in Communication Studies?

With a Communication major in Communication Studies, you can pursue careers in many different fields, such as Business (human resources, customer service representative, corporate communications), Government/Politics (speech writer, political campaigns, legislative assistant), Health Care Sector (health educator, marketing, administrator, fund raising), International Relations (corporate representative, translator), Social and Human Services (public administrator, community affairs liaison), and Education (K-12 teacher, educational fund-raiser, development officer, college admissions officer)

With the **Communication major in Journalism**, you will learn to cover a rapidly changing world through writing, reporting, editing, producing podcasts, and reporting on live television shows. Our courses prepare you for exciting, globe-trotting careers, reporting everywhere from the local town hall to the sports field and the concert stage, in front of and behind the camera, at the microphone, in the editing bay, and with mobile devices. We teach the next generation of journalists about the legal and ethical principles of a profession protected by the First Amendment, and the journalistic responsibility to give voice to the voiceless and hold elected officials to account.

What opportunities are there for hands on learning?

You will gain clips by reporting on a diverse campus community for courses and in the Pioneer Times, while learning to report and promote stories through social media. The nationally recognized campus chapter of the Society of Professional Journalists (SPJ) provides opportunities to network with and shadow reporters in the world's largest media market, including CBS, ESPN, and The New York Times. In our signature program, students have shadowed a hockey reporter covering New Jersey Devils games at the Prudential Center, a basketball announcer broadcasting from Nassau Coliseum, and a theater critic covering stage performances in West Orange. You can also take intimate tours inside newsrooms, such as ProPublica, the studios of SNY and WFAN, and this year, 1010 WINS.

What can you do with a Communication degree in Journalism?

With the Communication major in Journalism, you can pursue a career in news media, editing, copywriting, speechwriting, as well as publishing in print and digital formats for newspaper, books, and magazines.

JOURNALISM

- Do you love reading, writing, politics, sports, music, travel?
- Do you want to be on television?

BROADCAST JOURNALISM

- Do you love reading, writing, politics, sports, music, travel?
- Do you want to be on television?

With the **Communication major in Broadcast Journalism**, you will learn to express your news-gathering skills through studio and field production techniques. This degree builds on the writing foundation through courses shared with the Journalism program. In studio-based courses, you will focus on production skills necessary for developing the content and the run-down for a live news broadcast in the TV Studio. Additionally, you will receive tech-intensive instruction that builds the basics of news photography and video editing in our field-production courses.

What opportunities are there for hands on learning?

You will have the opportunity to create news "packages" that can run as part of a larger newscast or stand independently. Broadcast Journalism culminates with a Communication Capstone project, which will bring together all aspects of the track into one final on-air production. Through the television and radio clubs, you can gain first-hand experience broadcasting live play-by-play of William Paterson athletic teams and sports news.

What can you do with a Communication degree in Broadcast Journalism?

With the Communication major in Broadcast Journalism, you can pursue a career at the major TV news networks and TV industry as on-air talent or in behind the scenes production.

MEDIA PRODUCTION: FILM

- Do you love films?
- Do you like making movies with friends, creative writing and developing stories, or even making TikTok videos?

With the **Communication major in Media Production**, emphasis on Film, you will immerse yourself in collaborative filmmaking on your own with state-of-the art cinema cameras, lighting equipment and editing software. Even before taking filmmaking courses, you can get involved with film on Day 1 by joining the SFA, Student Film Association. Film production courses prepare students to be visual storytellers and collaborative artists, while faculty encourage students to find their voice as a filmmaker by taking risks and exploring new territory in a supportive environment.

What opportunities are there for hands on learning?

We have a film studio, a film screening room, and an equipment room with state-of-the-art filmmaking equipment, including cameras, tripods, lighting, audio gear, and other accessories. We also have over 30 editing stations all fed through a central server. No matter where you are editing, you will have access to all the software you will learn in class, which includes AVID, Adobe Creative Cloud Suite and Davinci Resolve.

You can access equipment and software from you first day on campus when you join the SFA – Student Film Association. SFA provides opportunities to work with like-minded students on film projects and movie screenings. In the classroom, faculty will teach you writing, production, and theory to establish a strong foundation in film.

What can you do with a Communication degree in Media Production: Film?

Content creation is needed by nearly every industry. Our graduates have gone on to form their own successful production companies, work on major film productions and TV shows, and attend prestigious graduate film school programs.

MEDIA PRODUCTION: AUDIO & RADIO

- Do you love Radio, Music, News, and Sports News?
- Do you listen to podcasts or want to create them?
- Do you want to learn about how sound is used in film and TV?
- Do you like to be in the spotlight or behind the scenes?
- Do you like to be in charge or collaborating on a team?

With the **Communication major in Media Production**, emphasis on Audio & Radio, you will develop your craft in all aspects of audio and radio in the Communication Department's state-of-the-art, award-winning, live, radio station and audio production facilities. Even before taking courses in audio and radio, you can immerse yourself from Day 1 by joining Brave New Radio, the William Paterson's FCC Licensed Radio Station, broadcasting to Northern New Jersey at 88.7 FM and beyond through on-line streaming. Audio and Radio production courses prepare students to be storytellers using the audio medium and news broadcasters through script writing, announcing, music mixing, producing, directing, and operating radio and audio equipment.

What opportunities are there for hands on learning?

Through hands on studio and field experience, utilizing industry standard gear, you will develop real world proficiency while gaining audio and radio production experience. Currently, Brave New Radio's programming includes student hosted alternative hip hop, and classic/alternative rock segments, award winning news reports, sports talk programs and live play by play coverage of sporting events, as well as jazz, and podcasts.

What can you do with a Communication degree in Media Production: Audio & Radio?

From working on-air at Brave New Radio at a radio station, to creating podcasts and other audio content, a degree in Media Production with an emphasis on audio and radio, prepares you to work with sound in a variety of mediums. From film, TV and radio, to live theatre and comedy, having an expertise in how to produce audio and radio, makes you an important part of any production team.

MEDIA PRODUCTION: TV PRODUCTION

- Do you love TV Shows, News, and Sports News? Do you like to be in the spotlight or behind the scenes?
- Do you like to be in charge or collaborating on a team?

With the Communication major in Media Production, emphasis on TV production, you will develop your craft in all aspects of television production in the Communication Department's state-of-the-art, live, multi-camera TV studio. Even before taking courses in TV production, you can immerse yourself from Day 1 by joining WPTV, the William Paterson television club. TV production courses prepare students to be visual storytellers and collaborative artists through script writing, producing, directing, and operating TV studio equipment, including graphics, audio, and camera operation.

What opportunities are there for hands on learning?

Through WPTV club's weekly student-produced television shows, you will develop proficiency with increasingly complex and creative productions. Currently WPTV produces four TV shows, modeled after Sports Desk and Late Night TV, which air on WPTV YouTube channels.

What can you do with a Communication degree in Media Production: TV Production?

Our graduates have gone on to work at all the major broadcast networks, production companies in the tri-state area, and corporate and educational institutions.