

# MASS COMMUNICATION

Catalog Year: Fall 2024

NAME: \_\_\_\_\_

ENUMBER: \_\_\_\_\_

School of  
Communication & Journalism



EASTERN ILLINOIS UNIVERSITY™

## GENERAL EDUCATION

### LANGUAGE: 9 HRS

Course	Hours	Grade	Semester
ENG 1001G: Comp & Lang	3		
ENG 1002G: Comp & Lit	3		
CMN 1310G: Intro to Speech	3		

### MATH: 3 HRS

Course	Hours	Grade	Semester

### CULTURAL DIVERSITY

Course	Hours	Grade	Semester

### FOREIGN LANGUAGE

Exempt?	Yes	No		
Course	Hours	Grade	Semester	

### FINE ARTS/HUMANITIES: 9 HRS

Type	Course	Hours	Grade	Semester
Fine Art				
Humanity				
Fine Art/ Humanity				

### SCIENTIFIC AWARENESS: 7 HRS

Type	Course	Hours	Grade	Semester
Bio Science				
Phys Science				
Lab				

### SOCIAL/BEHAVIORAL SCIENCES: 9 HRS

Course	Hours	Grade	Semester

SENIOR SEM: Requirement met by major capstone class

## MASS COMMUNICATION MAJOR (FA23)

### CMN STUDIES CORE: 21 HRS

Course	Hours	Grade	Semester
CMN 2010: Intro to CMN Theories	3		
CMN 2040: Argumentation & Critical Thinking	3		
CMN 3000: CMN Research Methods	3		
CMN 3100: Persuasion	3		
CMN 3220: Rhetoric of Race & Class	3		
CMN 3903: Rhetoric of Gender & Sexuality	3		
CMN 4680: Capstone in CMN Studies	3		

### MASS CMN OPTION: 18 HRS

Course	Hours	Grade	Semester
CMN 2520: Intro to Mass CMN	3		
CMN 2500: Production I or CMN 3030: Promotional CMN	3		
CMN 3270: CMN & Popular Culture	3		
CMN 3530: Film CMN	3		
CMN 3980: Strategic Social Media CMN	3		
CMN 4820: Political CMN	3		

### MASS CMN ELECTIVES: 9 HRS

Students may select any CMN course other than CMN 1310G as an elective.

Elective Course	Hours	Grade	Semester

## WHAT WILL I STUDY?

The Mass Communication option introduces students to the contemporary media landscape with a focus on television, film, and new media. Students discover how these industries function while also gaining the knowledge and skills necessary to assess the media's impact on society.

In addition to the Communication Studies core, which provides students with the necessary foundation to understand and critique messages, Mass Communication students learn to evaluate, not only why a message is created, but also how the medium impacts the understanding of its content. By considering persuasive messages from popular culture, film and political communication, students hone their critical thinking skills and enhance their ability to create meaningful mediated communication.

## WHAT CAREERS CAN I PURSUE?

Mass Communication students graduate with the knowledge and skills necessary to be successful in the contemporary workplace. This opens the door to a wide variety of employment opportunities.

Graduates find jobs in the private, government, and non-profit sectors. Employers often seek out applicants with strong communication skills and an understanding of how communication messages influence the world around us.

Graduates in this option are particularly well prepared to work as leaders in media industries, thriving in environments that require understanding of media and how it functions.

## RESOURCES

School of Communication & Journalism  
[www.eiu.edu/cmnpjou/](http://www.eiu.edu/cmnpjou/)

Communication Studies Homepage  
[www.eiu.edu/commstudies/](http://www.eiu.edu/commstudies/)

Department Honors  
[www.eiu.edu/commstudies/honors.php](http://www.eiu.edu/commstudies/honors.php)

Internship Information  
[www.eiu.edu/commstudies/internships.php](http://www.eiu.edu/commstudies/internships.php)

Accelerated Graduate Program  
[www.eiu.edu/commstudiesgrad/accelerated.php](http://www.eiu.edu/commstudiesgrad/accelerated.php)

Scholarship Information  
[www.eiu.edu/cmnpjou/scholarships.php](http://www.eiu.edu/cmnpjou/scholarships.php)

National Communication Association  
[www.natcom.org/](http://www.natcom.org/)

## SAMPLE COURSE SEQUENCE

FRESHMAN	
FALL	SPRING
ENG 1001G CMN 1310G BIO GEN ED ART/HUM GEN ED CMN 2520	ENG1002G MAT GEN ED PHYSICAL SCI GEN ED ART/HUM GEN ED SOC/BEH GEN ED
SOPHOMORE	
FALL	SPRING
CMN 2040 CMN 2500/3030 SOC/BEH GEN ED ART/HUM GEN ED ELEC/MINOR	CMN 2010 CMN 3270 SOC/BEH GEN ED ELEC/MINOR ELEC/MINOR
JUNIOR	
FALL	SPRING
CMN 3100 CMN 3220 CMN elective ELEC/MINOR ELEC/MINOR	CMN 3000 CMN 3903 CMN 3530 CMN elective ELEC/MINOR
SENIOR	
FALL	SPRING
CMN 3980 CMN 4820 CMN elective ELEC/MINOR ELEC/MINOR/INTERNSHIP	CMN 4680 ELEC/MINOR ELEC/MINOR ELEC/MINOR ELEC/MINOR/INTERNSHIP