The Media Studies Major is designed for students with an interest in media or other related mass communication fields. Majors may earn either a Bachelor of Arts or a Bachelor of Science degree and, in addition to core courses, must select one of three concentrations: Advertising, Journalism or Production Technology. Students are encouraged to select one of the concentrations no later than the second semester of their sophomore year.

All majors in Media Studies must complete: 1) Core Curriculum requirements; 2) the 6 to 8-hour B.S. requirement or the 6 to 8-hour B.A. requirement; 3) 6 hours of the School of Communication Core Requirements and 36 hours of a concentration in Advertising, Journalism, or Production Technology for a total of 42 hours in the School of Communication; and 4) elective courses for a total of 120 hours. Students are encouraged to take 300-level and above courses for their electives. All Media Studies majors must have an in-major GPA of 2.25 to be graduated from Radford University. A minor is strongly recommended.

Undergraduate courses of study available under the Media Studies major:

The **Advertising concentration** recognizes that there is a vital and symbiotic relationship between advertising and media. This relationship secures a place for talented and energetic people in the work force. Numerous jobs are available in radio stations, television stations, TV networks, advertising agencies, industrial sales departments and retail sales outlets. In Media Studies the focus of the advertising concentration is not on business or marketing principles but rather on the creative use of media for the purpose of advertising. It encourages careful analysis, artistic creation, strategic placement, and awareness of and sensitivity to social impacts on national and international levels. A minor or electives in psychology, sociology, graphic art, or marketing can enhance career opportunities in Advertising, as will elective classes in public relations.

An internship experience is an excellent opportunity to gain experience in either on-campus departments or a national agency. From one to a total of six credit hours may be earned for an internship or internships.

The **Journalism concentration** prepares students for a field that is changing rapidly with new information technologies. There is, however, expected to be continued demand for the skills involved in gathering, reporting, and interpreting non-fiction and public affairs information. Print reporters and editors have traditionally worked for newspapers, news services, magazines, and book publishers. With the advent of new technologies, journalists are just as likely to be working on multimedia and Web sites as in the traditional areas. Also, with the distinction between print and broadcast journalism eroding, journalists are just as likely to handle video as still cameras. The most sought after graduates are those with skills in Web and multimedia development who can add technical expertise to a publication.

The **Production Technology concentration** prepares students for careers in radio, television, cable, multimedia, and corporate and industrial video production. Since most production is team-oriented, various specialties are available for talented people: budgeting, planning, set construction, script writing, audio production, editing, and lighting design, to name just a few. Creative writing includes informational and entertainment programs, with genres ranging from documentary to situation comedy, and public service to commercial announcements. Production Technology also includes performance before the microphone and camera, and a working knowledge of how to direct actors and actresses. Interactive video production in corporate and industrial settings is a new and exciting aspect of this diverse field.

To reach career objectives, internships are encouraged, as well as involvement in student productions like the Tartan, Radio Free Radford and ROC TV.
Extracurricular Activities

The Radford University American Advertising Association is the collegiate chapter of the American Advertising Federation. Members participate on a regular basis with the professional AAF chapters in Roanoke, as well as conducting programs and projects on-campus.

Lambda Pi Eta is the National Communication Association’s communication honor society, and is open to all students in the School of Communication who meet the national requirements for membership. Lambda Pi Eta recognizes, fosters, and rewards outstanding scholastic achievement while stimulating interest in the communication discipline.

Transfer Opportunities

Students wishing to transfer from the VCCS should complete an Associate of Arts, Associate of Science, or Associate of Arts & Science degree and include courses that will transfer to RU as Core Curriculum courses. (check the online transfer guide on the Admissions webpage at www.radford.edu/content/admissions/home/transfer.html)

Internships

The program offers a variety of internship experiences ranging from work with on-campus offices to experience with national and international organizations. The internship is typically done either in the last semester before graduation or during the summer after spring commencement. The internship is important for two reasons. First, the internship offers an important opportunity to apply classroom skills and knowledge to practical situations. Second, the internship experience provides important networking opportunities that ease the transition between university life and the world of work.

To apply for admission:

For undergraduate programs contact:
Office of Admissions
Box 6903, Radford, VA 24142
540-831-5371
www.radford.edu/admissions
www.radford.edu.