

KING'S COLLEGE

WILKES-BARRE, PENNSYLVANIA

Mass Communications

Your alarm clock is reporting a traffic jam that could snarl your morning commute. You turn on the television only to find out that the news helicopter is showing you pictures of why it may take even longer to get where you're going. A short time later, your local DJ informs you the mess is all cleaned up and traffic is moving again. An attractive billboard along the highway reminds you of that cup of coffee you're yearning for—and it's not even 9 a.m.

What you just read illustrates just how many forms of the mass media affect us everyday. Whether it's a news report on the web or radio, clever advertising, or MTV's website, we are constantly impacted by the mass media. And with a degree in mass communications from King's, you'll be prepared to work in the professions of the new media economy.

Mass Communications at King's

At King's, our program allows you to tailor your interests in four tracks. However if you aren't sure of your future direction, the program is designed to give you can get a taste of every area by the time you graduate.

Advertising

Students in the advertising track learn advertising strategy, media planning and buying, copy writing and ad design. This track also incorporates marketing courses.

Broadcast Operations and Production

Students in this track learn both the technical and aesthetic characteristics



required of professionals in broadcasting careers, both on-the-air and behind-the-scenes.

Journalism

The journalism track covers print (newspapers and magazines), broadcast (radio and television) and converging media (news coverage on the Internet). Students are taught the structure of a good story, how to write it and journalistic ethics.

Visual Communications

Students in the visual communications track become visually literate and adept at producing graphic design for all forms of mass media, including print, Web and multimedia. Courses from this track can also be incorporated into the advertising, journalism and broadcast tracks.

Internships and more

The opportunities to do several internships begin after the sophomore year. We have had students intern with the Washington Redskins, Comcast SportsNet, NBC 10 News in Philadelphia, and ABC News in London just to name a few.

In addition to taking classes, students are encouraged to build their skill set and résumés by getting involved with campus media and communications related clubs including *The Crown*, King's award-winning student newspaper; WRKC-FM, the college radio station; KCTV, the department's own in-house TV channel; *The Media Connection*, the mass communications student newsletter; and the Media Club which produces videos and explores careers in the field.

To learn more about majoring in Mass Communications at King's College, please contact the Office of Admission at 1-888-KINGS PA or admissions@kings.edu.