

Communication and Media Department Mission Statement

The Communication and Media Department offers a comprehensive program of communication, journalism, public relations and electronic media courses designed to train students to be insightful critics of persuasive, informative, and entertaining messages even as the students learn to become effective producers of such content. The variety and range of our courses and our majors serve a diverse student body. Whether we are considering the ethics of political campaigns or the paradoxes of reporting on war casualties, our courses encourage students to reflect on what it means to be an ethical citizen as well as a sophisticated professional in a global marketplace of ideas.

While we teach students about the practical details of producing a resume or writing a public service announcement, we also draw upon a diverse body of knowledge appropriate to the professions in which our students find employment. Students learn a variety of methods of analysis as our courses encourage them to synthesize theory and practice. Internships are a high priority for graduating seniors because this fieldwork serves as a springboard to employment. A balance between practice and reflection characterizes our major programs, which enroll students in majors leading to degrees in: electronic media production or management; journalism; public relations; organizational, interpersonal, intercultural or public communication.

Our full and part-time teaching faculty create a dynamic intellectual forum for understanding how people create meaning through messages regardless of whether the context is electronic or face-to-face. Communication & Media faculty especially value freedom of speech and of the press as tools for forming and promoting a democratic dialogue. We draw upon the traditional strengths of a liberal arts education to prepare students to think analytically, to speak clearly and convincingly about issues that matter, and finally, to write grammatically and effectively whether a script, essay or research paper. Communication and Media faculty are among the most productive in the College of Liberal Arts and Sciences, publishing in academic and professional journals, serving on campus & SUNY-wide committees and within regional and national academic organizations, and practicing what we teach as consultants, journalists, writers, researchers or producers.

In keeping with the college mission, our purpose is to prepare students to enter their field of specialization or to go on to graduate study. In addition, we strive to develop in students the qualities necessary for them to take their place as citizens in our democracy.

Behavioral Objectives of Communication & Media Graduates

After completing a degree in Communication & Media, students will:

1. Locate, access, and evaluate research sources appropriate to their discipline.
2. Apply communication skills appropriate to their discipline and profession.
Such skills might include:
 - Preparing and delivering an effective presentation
 - Formulating good research questions
 - Listening for feelings and ideas
 - Developing appropriate research methodologies
 - Leading decision-making meetings
 - Communicating across cultural boundaries
 - Adapting to different audiences and channels
 - Employing new technologies to solve communication problems
 - Creating programs for radio and television
 - Writing hard news and feature articles for print publications
3. Identify ethical communication practices whether the channel is electronic, print, face-to-face, group or intercultural.
4. Apply appropriate communication theories to analyze actual communication practices and messages.
5. Demonstrate the knowledge, attitudes and skills necessary to enter their chosen field.
6. As alumni, students will be able to remain actively involved in the growth and development of the department even after graduation.