

Where Success is a Tradition



RIGHT HERE. RIGHT NOW.

The world revolves around communication: media, message, production. Communication is the crossroads where our cultures—local, national and global—meet. And Fredonia's Communication Department is devoted to helping students understand and apply the theories and practices that help people connect and promote skills that are valued in an always-increasing variety of industries.

Classes at Fredonia are small, and faculty members are available and willing to assist you on a one-to-one basis, acting as mentors and advisors.



TO VIEW THE ONLINE
ACADEMIC CATALOG GO TO
www.fredonia.edu/catalog



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www.fredonia.edu/department/communication

www.fredonia.edu/admissions

*On the cover:
Students gain hands-on experience
working on productions in the
Thompson Hall TV studio.*

Department of Communication



SUNY Fredonia's Department of Communication strives to foster in students an understanding of the role, process, and practice of communication through teaching, research, creative work, and service. It is a multi-disciplinary field, drawing on ancient and modern rhetoric, social sciences, aesthetic theory and technique, cultural studies, and other perspectives.

FACILITIES

McEwen Hall houses video production and design facilities, including a large sound stage for single-camera productions and four editing suites. Field equipment includes cameras, lighting kits, sound recording equipment, and more. A multi-camera TV studio is also available in nearby Thompson Hall.

Fredonia's audio/radio production facilities include three multi-track control rooms, as well as a stereo control room, voice-over booth, and large studio. The department also features analog and digital recording/editing and a variety of sound processing equipment.

The multi-media Sheldon Lab, with 20 Macintosh workstations, helps you learn about desktop presentation, electronic photography, web design, multi-media authoring, digital audio/video editing, and other topics. It also boasts state-of-the-art software and hardware.

Teaching classrooms are fully wired to provide Internet accessibility and other high-tech needs to enhance student learning.



MAJORS

Audio/Radio Production: You'll develop skills, including microphone techniques, sound design, mixing, writing, editing, announcing, and interviewing. You'll also learn about aesthetics, theory, law, and ethics. Coursework covers news, soundstage arts, documentary, sports, and music programming. Audio/Radio majors master digital audio production in all its forms.

Communication Studies: You'll perform research, study theory, practice critical analysis, and acquire skills in a variety of personal, public, and professional contexts. Coursework focuses on communication as social interaction within interpersonal, intercultural, group decision making, public presentation, political, and organizational settings.

Journalism: You'll learn the skills and approaches necessary in contemporary journalism, including writing, audio and visual storytelling, research and analysis, digital reporting techniques, communication law and ethics, and media convergence approaches for the current multimedia landscape.

Media Management: You'll discover skills and theory that will prepare you for non-production careers in media. Coursework includes media sales, programming, promotion, new technologies, research and survey methods, and organizational communication.

Public Relations: You'll learn how public relations specialists mediate between organizations and their publics with specialized courses in PR writing, case studies, and campaign management. You'll also acquire skills and apply concepts in organizational and group communication, persuasion, social media and other areas essential to a career in PR.

Video Production: You'll practice the skills and concepts necessary for work in video and digital film production. Coursework includes studio and field production in areas such as documentary, drama, and news, in addition to learning about aesthetics, criticism, writing, law and ethics.

The department also offers a general minor in Communication.

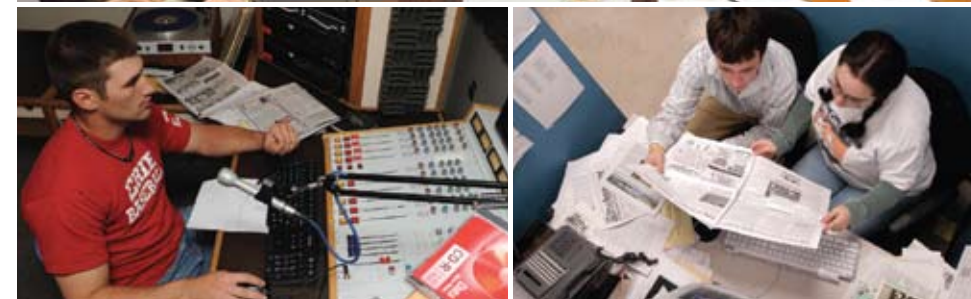
BEYOND THE CLASSROOM

Minors/Study Abroad: In addition to the major, students must complete a minor, a second major, or a semester-long study abroad program. Advisors help select a minor or second major outside the department that suits your career goals and interests. Popular choices include English, Business Administration, Theater, Music, Psychology, and Political Science, but a variety of other minors and majors are also available, along with more than 450 study abroad opportunities in 58 different countries.

Radio, TV and Newspaper: Fredonia Radio Systems (WCVF-FM and WDV-L-CABLE FM), WNYF-TV, and the campus newspaper, *The Leader*—all of which are completely student operated—serve the campus and community and offer hands-on experience in news, production, management, design, promotion, and sales.

Student Groups: Fredonia's chapters of the Applied Communication Association and the Public Relations Student Society of America provide service to the campus and community. They also offer opportunities to apply your academic skills and gain pre-professional experience in a real-world setting.

Awards and Scholarships: In addition to college-wide opportunities, each year the department offers several awards and endowed scholarships to Communication majors.



GRADUATES

Fredonia Communication graduates have gone on to enjoy outstanding careers in a variety of rewarding professions, such as journalism, public relations, advertising, marketing, theatre, film making, higher education, and law. Fredonia alumni have founded their own PR firms, managed political campaigns, become college professors, and hosted radio shows.

Many have excelled as entrepreneurs, founding their own PR and marketing firms, record labels, and literary agencies. Others have completed graduate education or prospered in a range of industries: managing banks, creating independent films, and teaching overseas. Still others have worked both behind the scenes and in front of the camera/microphones in markets all across the country,

including Buffalo, Las Vegas, Hollywood, and New York City.

Communication alumni have also worked for such prestigious national and international organizations as ABC News, CNN, CBS Radio, Disney, the Buffalo Bills, the Buffalo Sabres, the NFL Network, HSBC Bank, and Time Warner Cable.

Recently, Communication graduates have worked with the Olympic Games and NBC's *Sunday Night Football*, and one has appeared in the hit NBC series, *30 Rock*. In addition, three others have been among the production crew of ABC's blockbuster, *Grey's Anatomy*. With a Communication degree, the possibilities are endless!

www.fredonia.edu/department/communication/internships.asp

To gain practical experience in the field, you can complete an internship in your home area or at one of the many organizations across Western New York with which the department has a close association, or in larger venues, such as New York City, Los Angeles, or Washington, D.C.