



COMMUNICATION

FPU BRINGS A TRADITION OF EXCELLENCE
TO THE COMMUNICATION DEGREE



ALUMNI SPOTLIGHT

Sean Ellertson '18

Sports Reporter and Editor, St. James Plaindealer Newspaper

“My communication degree from Franklin Pierce helped me in my career by allowing me to do hands-on work on the very first day. There was no wait time to be able to start learning, which allowed me to develop my skills and enhance others that I did not have coming out of high school.”

APPLY TODAY!

franklinpierce.edu/communication

COMMUNICATION

Franklin Pierce University
College of Liberal Arts
and Social Sciences

ABOUT THE PROGRAM

As a Communication major at Franklin Pierce, you will develop into a successful professional in this communications-based society. Choose a concentration in Journalism and Media Production or Media Studies, and begin honing the skills needed to land that high-profile job you were born to pursue.

The Marlin Fitzwater Center for Communication, named after the former White House Press Secretary, offers hands-on experience in both online and print newspaper, radio, television, social media, and political campaign coverage. From your first day at Franklin Pierce, you'll start to develop real-world skills, while editing video footage in a personal suite and scouring the campus for breaking news.

PROGRAM HIGHLIGHTS

As part of the nationally-recognized political polling center at Franklin Pierce, you'll have the opportunity to collect data with a professional pollster, write columns for publication in the Boston Herald, and interview live on Boston Herald Radio.

You'll graduate as a trained professional with the skills and talent to embark upon the career you've always dreamed about—and the television reel, article publications, and social media following to back it up.



ALEX ASTA '20

COMMUNICATION

COURSES

FIRST YEAR

| | |
|---------|----------------------------------|
| COMM110 | Journalism I |
| COMM120 | Introduction to Media Production |
| COMM130 | Introduction to Media Studies |
| GLE101 | First Year Inquiry Seminar |
| GLE110 | First Year Composition I |
| ----- | 4 Additional Electives* |

SECOND YEAR

| | |
|---------|-----------------------------|
| COMM210 | Journalism II |
| COMM220 | Visual Design |
| COMM221 | Multi-Camera Production or |
| COMM230 | Interpersonal Communication |
| COMM___ | Communication Elective |
| GLE230 | Second Year Composition |
| ----- | 5 Additional Electives* |

THIRD YEAR

| | |
|---------|--------------------------------|
| COMM310 | Convergent Journalism or |
| COMM330 | Media Criticism |
| ----- | Area of Concentration Elective |
| ----- | Area of Concentration Elective |
| ----- | 6 Additional Electives* |

FOURTH YEAR

| | |
|---------|--------------------------------|
| COMM400 | Capstone in Communication |
| ----- | Area of Concentration Elective |
| ----- | 8 Additional Electives* |

*Please refer to the Academic Catalog for full listing of elective options

STRATEGIES FOR SUCCESS

You can gain valuable experience through opportunities at Franklin Pierce to:

- Join the Pierce Media Group for experience in television, radio and journalism
- Host a podcast or write for a student newspaper
- Participate in Lambda Pi Eta, the National Communication Association Honor Society
- Utilize recording/broadcast equipment and media editing software
- Build a professional social media presence in your field

Students have held internships at organizations such as Dateline NBC, New Hampshire Public Radio, Fox News and Associated Press.

CONCENTRATION OPTIONS

Choose at least three courses (9 credits) with at least two courses at 300-level and above Journalism & Media Production

| | |
|-----------------|-----------------------------|
| COMM211 | Broadcast Journalism I |
| COMM214 | Science Reporting |
| COMM215 | Sports Reporting |
| COMM311 | Broadcast Journalism II |
| COMM315 | Television News Producing |
| COMM316 | Feature Writing |
| COMM321 | Single-Camera Production |
| COMM324 | Audio Production |
| COMM325 | Animation I |
| COMM326 | Animation II |
| COMM410 | Advanced Journalism |
| COMM420 | Advanced Media Production |
| COMM202/302/402 | Internship in Communication |

MEDIA STUDIES

| | |
|-----------------|--------------------------------------|
| COMM231 | Diversity and Media |
| COMM232 | Understanding Film |
| COMM234 | Film Genres |
| COMM235 | Intercultural Communication |
| COMM333 | Media and Culture |
| COMM334 | Media Theory |
| COMM336 | Gender and Media Representation |
| COMM337 | Children and the Media |
| COMM345 | American Political Culture and Media |
| COMM430 | Advanced Media Studies Seminar |
| COMM202/302/402 | Internship in Communication |

WHO SHOULD MAJOR IN COMMUNICATION?

You'll find this major a good fit if you have or want to develop:

- Curiosity, determination and perseverance
- Understanding of values and context to ask probing questions
- Strong sense of ethics and commitment to the common good
- Strong writing, editing and speaking skills

WHERE CAN MY MAJOR LEAD ME?

With your degree, you can pursue jobs or further education for careers as diverse as:

| | |
|-----------------------|-------------------------|
| Advertising Manager | News Anchor |
| Campaign Director | Publicist |
| Creative Supervisor | Scriptwriter |
| Diplomat | Social Media Manager |
| Editor | TV/Film/Radio/Podcast |
| Legislative Assistant | Producer |
| Media Strategist | Writer/Reporter/Blogger |