Bachelor of Arts in Mass Communications

Mass Communication Courses
- Design Aesthetics
- Introduction to Cultural and Communication Studies
- Newswriting
- Survey of Mass Media
- Interviewing Techniques
- Video Production
- Publication Design and Production
- Advanced English Grammar
- Cultural and Communication Studies Colloquium

Practicum (Select 2)
- Newspaper Practicum
- Yearbook Practicum
- Broadcasting Practicum

Mass Communication Electives (8 Hours)
- Web Design I
- Web Design II
- Photography
- Studio Recording I
- Genre Writing
- Writing for Publication
- Technical Communications
- Promotional Strategies
- Feature Writing
- Advanced Video Production
- Newspaper Editor Practicum
- Yearbook Editor Practicum
- Media Law
- Writing for Digital Media
- Media Ethics
- Broadcast News
- Public Relations Strategies
- Special Studies
- Internship

Foreign Language (6 Hours)

AT SOUTHERN NAZARENE UNIVERSITY, WE DON'T JUST BELIEVE IN YOUR DREAMS. WE EQUIP YOU WITH THE BEST EDUCATION WHICH GIVES YOU THE CONFIDENCE TO MAKE YOUR DREAMS A REALITY.

We know you are selecting a college for more than just its location or school colors. You want to go somewhere that will prepare you for the future. Your future.

At Southern Nazarene University, we want that for you too. That is why we work hard to make sure our degrees are supported by some of the top curriculum available.

We hire highly-qualified faculty who not only know the ins and outs of the profession you seek, but who truly wish to see you succeed individually. And we make sure you leave SNU prepared for a great job in a mass communication field. That's why we can encourage you to not just dream, but to dream with confidence.

WITH UNIQUE OPPORTUNITIES
At SNU we know your education needs to extend beyond the classroom. That's why we offer a broad range of mass communications internships to fit your interests while expanding your education.


Challenge yourself with the Council for Christian Colleges and Universities Best Semester Program and spend a semester in Australia Studies Centre, LA Film Studies Center in Hollywood or Washington Journalism Center. Learn more at www.bestsemester.com.
WITH HIGHLY-QUALIFIED PROFESSORS
Our mass communications professors are not only qualified to teach, they hold high accomplishments within their professional fields. You will study with Jim Wilcox, Pam Broyles and Pam Bracken—all accomplished professional authors and editors of books, textbooks, academic articles and curriculum. Professors Pam Broyles and Melany Kyzer hold membership and leadership roles in the National Communication Association and Oklahoma Speech Theatre Communication Association. And Wilcox has received the SNU Excellence in Teaching award not just once, but twice!

WITH PREPARATION FOR AFTER GRADUATION
At SNU we will give you the tools to obtain your dreams. From print media to broadcast media, graduate school or straight into the workforce, we will help you reach your goals. Because as a communications major you have a voice. And it needs to be heard.

Take Toby Rowland, an SNU Mass Communications graduate and “Voice of the Sooners.” In Oklahoma his voice carries play-by-play for the University of Oklahoma football, basketball, and baseball and hosts Bob Stoops, Lon Kruger and Sherri Coale radio shows. He even hosts Kruger and Coale on television. If you’re in Oklahoma, tune in to “T-Row in the Morning Show” his weekday broadcast. And Rowland doesn’t just work, he does it well. He holds two Emmy Awards for television broadcasting. As well as Oklahoma’s Best Sportscast award.

“It’s been a fun and amazing journey,” said Rowland. “God has opened and closed doors for us, and we’ve worked hard (and grabbed some lucky breaks).” His first break was helping the radio team for SNU basketball games, which led to a job as the Sports Information Director at SNU, followed by a job as sports anchor and reporter for Channel 9 in Oklahoma City where he started the radio show. He joined part of the OU football radio team in 2009. When the legendary Voice of the Sooners, Bob Barry, retired in 2011, it was Rowland who was selected to replace him.

“My professors at SNU knew what my goals were and were determined to help me achieve those even though at the time SNU was just standing the broadcast program. One of the most helpful things was that SNU forced me to be a good writer. At the time I didn’t necessarily see how that skill translated into the world of television and radio broadcasting that I wanted to pursue, but it was a HUGE asset,” said Rowland. “My SNU family pushed me and have been my biggest supporters and fans.”

If a dream is a blueprint of a goal not yet achieved, at SNU we partner with you to focus your efforts to attain whatever it is you hope to accomplish. Thus, we say DREAM WITH CONFIDENCE.