

College of Arts and Letters

Communication



Today's speed-of-light technological advances continuously transform the way we spread information and interact. Students majoring in communication at UT apply critical thinking, historical perspectives and theoretical interpretation to modern society's blogging, texting, YouTube-ing, tweeting and social networking. Students explore how individuals, groups, organizations and societies interact and create meaning using media and messages, learning skills that prepare them for a variety of career paths or graduate degree programs.

What Will You Learn?

The **major in communication** gives students the most breadth of all the programs in the Department of Communication. Courses provide a versatile blend of theory and practice designed to prepare graduates to use media creatively and responsibly. Along with core requirements in mass media, writing and visual literacy, students complete coursework in production and authoring, theory and communication studies, as well as electives in their areas of interest.

Courses across the curriculum provide knowledge of a range of cultural and aesthetic theories, research methods and practical tools, enabling graduates to confront the major communication challenges facing society.

Students may also elect to complete a **minor in communication**, a useful complement to a variety of other degree programs.

The Department of Communication also offers the interdisciplinary **major in journalism** along with the Department of English and Writing. Students gain experience writing in several news genres and creating multimedia content across print and online platforms. They study journalism history, law and professional ethics and develop areas of specialized reporting. **Minoring in journalism** is another option. Journalism students are encouraged to take advantage of the Tampa Bay area's many media internship opportunities.

The department also offers a **minor in cinema studies**, which explores film from a variety of perspectives, including history, theory and film analysis.

For a detailed description of the **major and minors in advertising and public relations**, see separate flyer.

THE UNIVERSITY
OF TAMPA

B.A. in Communication

Minor in Communication

B.A. in Journalism

Minor in Journalism

Minor in Cinema Studies

B.A. in Advertising and Public Relations

Minor in Advertising

Minor in Public Relations

Sample Courses

Mass Media and Society

Media Writing

Introduction to Scriptwriting for Motion Pictures and Television

Studio Television I and II

Web Design

Mobile Application Design

Writing for Interactive Media

Traditions of Digital Media

Critical Media Practice

Multimedia Journalism

News Reporting and Writing

American Cinema

World Cinema

Television Criticism

Culture, Society and Computing Technology

Practicum in Broadcast Management

FACULTY highlights



Christopher Boulton, Ph.D.
associate professor

Christopher Boulton is both a veteran and critic of the creative industries. He uses qualitative methods to analyze media at the level of text, audience and industry to explore the intersection of race and class in advertising and consumer culture. Courses he teaches include scriptwriting, social justice communication and studio television.



Stephanie Tripp, Ph.D.
chair/associate professor

Stephanie Tripp specializes in the theories and practices of digital media as they pertain to notions of place and community identification. Her research explores emerging technologies and participatory media practices. She teaches courses in web design, telecommunication and media writing, among others.



Students can earn course credit while gaining valuable hands-on experience at *The Minaret*. UT's student newspaper has earned national awards in recent years from the Associated Collegiate Press and the Florida College Press Association for its reporting, photography, news design, magazine style and website.

Practical Experience and Internship Opportunities

Flourishing local industries provide students with many opportunities for professional involvement. As a top-15 media market, the Tampa Bay area is teeming with internship possibilities at TV and radio stations, newspapers and magazines, video production companies and advertising and PR agencies.

The department has developed long-term relationships with nearly 100 media outlets and other private and public organizations to provide students with the hands-on learning they need to ensure future success.

Internships

UT students have interned with:

- The local affiliates of FOX, ABC, NBC, CBS and the CW network
- 970 WFLA, 98 Rock and WMNF radio stations
- CNN
- Golf Channel

- *Tampa Bay Times*
- *Creative Loafing*
- Straz Center for the Performing Arts
- Tampa Bay Rays baseball team
- Tampa Bay Lightning hockey team
- Universal Studios
- Salvador Dalí Museum
- Chenoweth & Faulkner Advertising
- *Teen Vogue*

Student Media

In addition, opportunities for gaining practical experience on campus include:

- UTTV, student-produced TV station
- WUTT, student-run radio station
- *The Minaret*, student newspaper
- *The Moroccan*, annual yearbook
- *Neon*, student-produced literary and arts journal

What Can You Do With These Majors?

A degree in communication prepares you with a range of work-related skills that can be generalized to a variety of professions or applied to specific careers in communication. Many students pursue graduate studies in law, business, marketing, journalism or other fields. The art of communicating permeates all fields.

Today, many businesses, nonprofits and government agencies are seeking graduates with demonstrated competencies in communication to fill positions that require constant and skillful contact with a wide variety of internal and external publics. For a communication career, you should possess curiosity and creativity, because you will be constantly seeking accurate information and adapting it for different target audiences.

Examples of the types of jobs and environments in which communication graduates work include:

- Advertising firms
- Corporations
- Government agencies
- Mass media and broadcasting
- Multimedia design
- Newspapers and magazines
- Nonprofit organizations
- Public relations firms
- Publishers
- Sales and marketing
- Schools and universities
- Video production studios
- Web production

Missy MacFarlane '04 **B.A. in communication; minors** **in marketing and advertising** **St. Petersburg, FL**

In 2010, Missy MacFarlane and two other UT graduates launched B2 Communications, a St. Petersburg-based PR firm. "Being alumni has helped us, since UT has strong involvement in the Tampa Bay business community," she said. Prior to B2, Missy worked at two marketing agencies, where some of her clients included the Salvador Dalí Museum, Moffitt Cancer Center and the Tampa Baseball Museum. Missy was previously recognized as one of the *Tampa Bay Business Journal's* Up & Comers. She also is a former president of the Public Relations Society of America Tampa Bay Chapter. "B2 has had several UT students complete our internship program, and we give strong consideration to applicants from UT," she said. "We find UT grads have a solid education and the desire to learn."



alumni profiles

Chris Grisby '17

News Reporter, CBS affiliate WINK
Fort Myers, FL

Jaclyn O'Connor '16

Communications Specialist,
Coca-Cola Beverages Florida,
Tampa, FL

Tina DiVilio '13

Vision Production Assistant and
Stage Manager, Tampa Bay
Lightning, Tampa, FL

Melissa Santell '12

Marketing and Communications
Coordinator, Big Brothers, Big
Sisters of Pinellas County,
Clearwater, FL

Christopher Boyd '12

Assignment Editor, WFTS-TV ABC
Action News, Tampa, FL

Isabel Carro '11

Video Journalist, CNN, Atlanta, GA

Did You Know?

Jobs for communication professionals are predicted to hold steady, but competition is strong, with preference given to candidates with industry-specific knowledge and appropriate internship or volunteer experience.

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Fallon Fischer '19

Major: communication

Minors: journalism; criminology and criminal justice

Hometown: Lincoln, RI

Activities: UTTV general manager, Honors Program

Internship: newsroom intern at WPRI 12 Fox Providence

"I chose to major in communication because I've always enjoyed video making and creative projects. I'm also interested in what media does for people and the different ways people consume media, especially television," said Fallon. "My professors here are dedicated, passionate and always willing to help. After graduation, I plan to work in a news studio and hopefully become a producer."

Communication Facilities

Communication majors learn their craft using the latest technologies, including state-of-the-art cameras and lighting equipment, production and post-production facilities and computer labs. Students also use industry-standard digital arts and video editing software.

Students have access to two surround-sound screening rooms, a black box studio and control room for three-camera TV production, an audio edit suite and Foley room, multiple video and media production labs and a 3D printing lab.

Student Organizations

Students are encouraged to pursue co-curricular activities that place an emphasis on putting classroom theory into professional practice.

Opportunities include:

- Tampa Ad Connection
- Speech Club
- American Marketing Association
- Student publications and media

Honors Program

Communication students also participate in UT's Honors Program, which fosters a close-knit atmosphere among the most inquisitive, intellectually spirited and enterprising students. Innovative courses and tutorials promote learning in ways that go beyond the classroom. The program also sponsors community service projects and travel-study courses. Honors students may choose to live among their peers on Honors floors in University residence halls.



About UT

The University of Tampa is a medium-sized, private university offering more than 200 undergraduate and graduate programs of study. Richly diverse, UT is the school of choice for approximately 9,300 students from all 50 states and 132 countries.

Visit www.ut.edu/communication for more information about UT's Department of Communication.



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