

Communication Bachelor of Arts Degree

Journalism Bachelor of Arts Degree

Mass Communication Bachelor of Arts Degree

Contact

Paul Grosswiler, Chair
Department of Communication
and Journalism
5724 Dunn Hall, Room 420
Orono, ME 04469-5724
207-581-1287
fax: 207-581-1286
cmj.umaine.edu

Admission Requirements

(In years as established by the college)

A high school diploma with the following specific courses:

- 4 English
- 2 Algebra I & II
- 1 Geometry
- 2 Lab Science (including biology)
- 2 History/Social Studies
- 2 Foreign Language (same language or two years of American Sign Language)
- 1 Computer Science
- 1 Fine Arts
- Academic electives (to equal at least 17 credits)

To ensure current mathematical skills, students should take a mathematics course during their senior year of high school.

Did You Know?

The University of Maine has three primary student-run media outlets: *The Maine Campus* newspaper, WMEB-FM and Maine Channel on the campus cable network.

UMaine Graduate Programs

Master of Arts in Communication
Interdisciplinary Ph.D.

College of Liberal Arts and Sciences

Program Description

The primary educational mission of the Department of Communication and Journalism at the University of Maine is to offer challenging liberal arts degree programs. The department seeks to contribute to society by cultivating greater knowledge of human and mediated communication. It fulfills this mission by providing Bachelor of Arts degrees in communication, mass communication and journalism; a master's degree in communication; and an interdisciplinary doctoral degree in communication. Students in the graduate programs specialize in either communication or mass communication.

The department was established in 1994 by the merger of the former Departments of Speech Communication and Journalism and Mass Communication. With nine full-time faculty and more than 375 undergraduate and graduate majors, the department is one of the largest in the College of Liberal Arts and Sciences.

Communication major: We use communication to produce cultures, institutions, and our sense of self. The study of communication asks how we do this, how our basic ability to communicate allows us to weave a powerful web between and within individuals, cultures and organizations. Students pursue such questions as: How do we use the power of language within personal relationships? How do the stories we tell in conversation provide meaning and significance to the identities we fashion for ourselves, or cultures? What communication practices do we engage in to maintain and build organizations? What rhetorical strategies do we employ to spin new social webs or tear down old ones? How do technologies extend and alter our communication abilities and practices? By engaging these and similar questions, students understand and critically evaluate human communication in their lives and in their careers.

Journalism major: The undergraduate journalism major offers students strong reporting, research and media technology skills, a firm grasp of public affairs, and a broad foundation in the liberal arts. The program also encourages media literacy and productive relations with media institutions. The journalism degree requires coursework that prepares students for journalism careers in Maine and nationwide. The major also prepares students for graduate study in related communication fields, law, the humanities and social sciences.

Mass communication major: Firmly grounded in the liberal arts, the undergraduate mass communication degree provides students with the background in theories and research necessary for a broad understanding of the roles of media in society. The B.A. program prepares students for a wide range of professional leadership positions in mass communication and for further graduate work in the discipline and related disciplines.

Associated Honor Societies and Student Organizations

Communication and journalism majors are eligible for membership in the Mu Epsilon chapter of the Lambda Pi Eta Honor Society. Each year the faculty in Communication and Journalism honor outstanding undergraduate students with four awards. The names of the students are inscribed on plaques mounted in the department's main office. Each awardee receives a framed award certificate and a book gift for the University of Maine bookstore. The awards are presented at the department graduation reception in May.

Representative Courses

Communication

CMJ 102 Interpersonal Communication
CMJ 103 Public Communication
CMJ 106 Oral Communication of Literature
CMJ 201 Communication Studies I
CMJ 202 Communication Studies II
CMJ 225 Sex, Gender and Communication
CMJ 257 Business and Professional Communication
CMJ 324 Interpersonal Communication in Everyday Life
CMJ 345 Small Group Communication
CMJ 347 Argument and Critical Thinking
CMJ 360 Nonverbal Communication
CMJ 366 Speech Play and Performance
CMJ 401 Speech, Space, Event: Critical Applications
CMJ 402 Communication Research
CMJ 405 Women and Communication
CMJ 420 Health Communication
CMJ 430 Intercultural Communication
CMJ 450 Communication and Technology
CMJ 466 Narrative and Communication
CMJ 470 Communication in Organizations
CMJ 485 Capstone Seminar in Communication

Journalism

CMJ 100 Introduction to Mass Communication
CMJ 211 Journalism Studies I: Introduction and History
CMJ 236 Journalism Writing and Editing
CMJ 237 Journalism Across Platforms
CMJ 245 Film Criticism and Theory
CMJ 261 Photographic Reporting and Storytelling
CMJ 314 International Mass Communication
CMJ 330 Copy Editing
CMJ 332 Public Affairs Reporting and Research
CMJ 347 Argument and Critical Thinking
CMJ 351 Multimedia Production
CMJ 361 Documentary Photography and Audio
CMJ 375 Journalism Studies II: Law and Ethics
CMJ 376 Modes of Media Criticism
CMJ 380 Advertising, Media and Society

CMJ 395 Student Media Practicum
CMJ 398/498 Topics in Mass Communication
CMJ 412 Electronic Media Management
CMJ 434 Editorial and Opinion Writing
CMJ 435 Feature Writing
CMJ 460 Public Communication and Advocacy
CMJ 480 Media Theories and Research
CMJ 481 Digital Journalism
CMJ 484 Investigative Journalism
CMJ 489 Seminar: Media Ethics and Issues
CMJ 495 Internship

Mass Communication

CMJ 100 Introduction to Mass Communication
CMJ 203 Mass Communication Studies
CMJ 211 Journalism Studies I: Introduction and History
CMJ 245 Film Criticism and Theory
CMJ 314 International Mass Communication
CMJ 375 Journalism Studies II: Law and Ethics
CMJ 376 Modes of Media Criticism
CMJ 380 Advertising, Media and Society
CMJ 398 Topics in Mass Communication
CMJ 412 Electronic Media Management
CMJ 430 Intercultural Communication
CMJ 450 Communication and Technology
CMJ 460 Public Communication and Advocacy
CMJ 480 Media Theories and Research Methods
CMJ 483 Capstone Seminar in Mass Communication
CMJ 498 Advanced Topics in Mass Communication

For all majors

CMJ 367 Public Relations
CMJ 370 Visual Communication
CMJ 403 Persuasion and Social Influence
CMJ 410 Social Influence of Mass Communication
CMJ 425 Health Campaigns
CMJ 475 Sexualities in Mass Communication

Specialized Information

Our undergraduates are regularly exposed to working professionals through internships and programs like the Alan Miller Fund Visiting Journalist Program. We have a variety of undergraduate competitions, awards and scholarships. Interns work on campus and in major markets. Recent internships have included: Bangor Daily News; WLBZ-TV and WVII/WFVX-TV, Bangor; The Maine Studios, Portland; Bangor Metro; Maine Red Claws, Portland; Portland Pirates; Sirius Satellite Radio, Howard Stern Show; Cumulus Broadcasting, Brewer; WMUR-TV, Manchester, N.H.; Burlington Free Press; and Entercom Radio, Boston.

Career and Graduate Opportunities

Upon graduation there is a broad range of job opportunities for communication and journalism graduates in advertising and marketing, community relations, fund-raising, human resources, newspaper reporting and editing, public relations, radio and television news, sales



Academic Programs 2011–12

The latest versions of the UMaine fact sheets are online (factsheets.umaine.edu).
This fact sheet is intended for informational purposes only and is subject to change.

