

COMMUNICATION

A comprehensive communication degree from the Elliott School of Communication will give you a special edge if you want a career in advertising, journalism, electronic media, public relations, or applied communication.

Our program is interdisciplinary in nature, reflecting the contemporary belief that all communication media are engaged in essentially the same functions—gathering information and creating and disseminating messages. When you study communication at Wichita State University, you learn the basic skills you will need as a professional—writing, speaking and visual communication—and you develop the ability to plan, organize, evaluate and think strategically.

Because the Kansas communication industry has its focus in Wichita—the major media center of the state—you will be able to take full advantage of the communication opportunities afforded by the largest city in Kansas. The region of the state served by WSU includes one public and four commercial television stations, more than 15 radio stations, nine daily and 32 weekly newspapers, nearly 25 advertising agencies, and a range of international, national, regional, and local industries, businesses, and public agencies, many with substantial communication operations.

Not only will you learn from some of the top communication minds in the country, you will also see how it is done by those already “in the business.”

In 1995, the Elliott School moved into a new state-of-the-art building that contains some of the most sophisticated technology currently available. Students practice with the latest applications in interactive media, digital formats and non-linear editing.

Admission

When you choose to study communication, you will be admitted to the Fairmount College of Liberal Arts and Sciences. You will be assigned an adviser in the Elliott School who will help you develop your program of study and who will outline specific requirements for full admission to the communication program.

If you are still deciding on a major when you're admitted to Wichita State University, the Liberal Arts and Sciences Advising Center can help you explore career and major options.

To be accepted into the Elliott School, you will have to make a formal application for admission to major status. Information regarding that application process and procedure is available from the Elliott School main office.

Related Opportunities

You may participate in internships, directed research projects, and the Emory Lindquist Honors Program. Through the University's Cooperative Education and Work-Based Learning program, you may be employed in work related to your major and earn credit hours for the experience. Elliott School majors have been placed in Co-Op assignments in numerous businesses, including local newspapers, radio and television stations, advertising and public relations agencies and corporate or non-profit communication.

If eligible, you may be selected for University academic honor societies such as Omicron Delta Kappa, Phi Kappa Phi and Mortar Board.

Related Programs

If you are interested in communication, you have several options at WSU: broadcast journalism, strategic communication, electronic media, print journalism and integrated marketing communications. In addition to taking courses at WSU, you can also get hands-on experience at the *Sunflower*, our student newspaper; KMUW, our NPR-affiliate radio station; or at WSU-TV, our campus television station, found on Channel 13 of the Cox cable system. Over the past several years, Studio B, the Elliott School's student-produced television program, has won top awards from the Kansas Association of Broadcasters.

Professional Courses

<p>Major Requirements</p> <p>Communication Core Courses for all Communication Students</p> <p>Communication and Society 3 Writing for the Mass Audience 3 Visual Technologies 3 Speaking in Business and the Professions 3 Portfolio Seminar 1 Communication Analysis and Criticism 3 Two of the following: Communication Research and Inquiry 3 Communication Law and Responsibility 3 Historical and Theoretical Issues in Communication 3</p> <p>Required Courses for Print Journalism Emphasis</p> <p>Beat Reporting 3 Advanced Reporting 3 Editing for Print 3 Photojournalism 3 Plus three credit hours from the following: Applied Photojournalism 3 Opinion Writing 3 Feature Writing 3 Seminar in Communication 3 Plus three credit hours of upper-division communication electives selected in consultation with adviser.</p> <p>Required Courses for Broadcast Journalism Emphasis</p> <p>Beat Reporting 3 Broadcast News 3 Practicum: Studio B 3 Plus three credit hours from the following: Studio Video Production 3 Advanced Reporting 3 Advanced Broadcast News 3 Field Video Production 3 Interactive Media Production 3 Plus six credit hours of upper-division communication electives selected in consultation with adviser.</p> <p>Required Courses for Integrated Marketing Communications Emphasis</p> <p>Introduction to Integrated Marketing Communications 3 Public Information Writing 3 Editing for Print 3 Advertising Copywriting 3 Integrated Marketing Communications Campaigns 3 Plus three credit hours of upper-division communication electives selected in consultation with adviser.</p>	<p>Required Courses for Electronic Media Emphasis</p> <p>Audio Production 3 Studio Video Production 3 Writing for Electronic Media 3 Field Video Production 3 Interactive Media Production 3 Plus three credit hours of upper-division communication electives selected in consultation with adviser</p> <p>Required Courses for Strategic Communication Emphasis (18 hours)</p> <p>Foundation (select 1 course from the following) 3 311 Persuasion 328Q Teamwork, Leadership, and Group Communication 360 Applied Communication Strategies (Strategic Communication)</p> <p>Interpersonal (select 1 course from the following) 3 290 Listening Strategies 302 Interpersonal Communication 312Q Nonverbal Communication</p> <p>Organizational (select 1 course from the following) 3 349 Hostage & Crisis Negotiations 640 Issues in Corporate Communication 650 Communication Training & Development</p> <p>Public Affairs (select 1 course from the following) 3 313Q Argumentation & Advocacy 502 Public Information Writing 632 American Public Address (Political Communication)</p> <p>Practicum (select 1 course from the following, or 2 that combine for 3 credits) 3 398 Travel Seminar 581 Communication Practicum 402 Debate & Forensics 622 Practicum: Studio B 481 Coop Education 690 Communication Internship</p> <p>Electives (select 1 course. Your adviser has a list of recommended courses, but a variety of courses in the ESC curriculum and related fields approved by your adviser could substitute, including courses on the SC check sheet not selected for fulfilling a requirement.) 3</p> <p>Open Emphasis</p> <p>Communication majors can develop and propose an open emphasis more appropriate for their interests and needs and respective of their backgrounds and experience.</p> <p>*be developed by students in consultation with a faculty adviser *be substantially different from the structured emphases available *be coherent and justifiable to a faculty committee, which will review and act on these proposals at specified times during the semester.</p> <p>Teaching Certifications</p> <p>The Elliott School of Communication offers secondary education teaching certifications (secondary field only) in speech communication and journalism. See the school's secondary education certification adviser for details.</p>
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For More Information

To receive more information or to arrange a campus visit, contact:

Office of Admissions
 Wichita State University
 1845 Fairmount St.
 Wichita, Kansas 67260-0124
 Telephone (316) 978-3085
 Toll-free (800) 362-2594
www.wichita.edu

The University reserves the right to revise or change rules, charges, fees, schedules, courses, requirements for degrees, and any other regulations affecting students whenever considered necessary or desirable.

Notice of Nondiscrimination: Wichita State University does not discriminate on the basis of race, religion, color, national origin, gender, age, marital status, sexual orientation, status as a Vietnam-era veteran, or disability. Any person having inquiries concerning this may contact the Office of Equal Employment Opportunity, Wichita State University, 1845 Fairmount St., Wichita, Kansas 67260-0145; telephone (316) 978-3001.