

Student Involvement

Film & Digital Media Productions: UNA organization for Film & Digital Media students. Contact Mr. Jason Pangilinan, MFA: jpangilinan@una.edu.

Lambda Pi Eta: Honor Society of the National Communication Association. Contact Ms. Stephanie Montgomery: slmontgomery@una.edu.

Lion Com: UNA organization for Public Communication students. Contact Ms. Stephanie Montgomery: slmontgomery@una.edu.

National Broadcasting Society - Alpha Epsilon Rho: national organization for students and professionals in broadcast/electronic media. Contact Dr. Pat Sanders: pfsanders@una.edu.

Student Media: *The Flor-Ala*, official student newspaper, and the *Diorama*, official student yearbook. Contact Mr. Scott Morris: smorris4@una.edu.

UNA PRIDE (Public Relations Individuals Dedicated to Excellence): UNA organization for Public Relations students; includes membership in **PRSSA** (Public Relations Student Society of America) and **PRCA** (Public Relations Council of Alabama). Contact Dr. Beth Garfrerick: bagarfrerick@una.edu; or Ms. Lisa Darnell: lvdarnell@una.edu.



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Department of Communications



Offering degrees in

Communication Arts & Mass Communication

Engaging students, **encouraging** exploration, **evaluating** ideas...
to **communicate** clearly,
correctly, critically, creatively.



The mission of the Department of

Communications is to prepare students for professional careers in public, private or government communications positions, and to assume communications leadership roles in these organizations. The cornerstone of this mission is to train students to gather, interpret and convey information.

The program values hands-on learning – written and oral communication, aural and visual aesthetics of production, and software proficiency – as well as theoretical learning, all grounded in ethical decision-making to reflect the importance of a free press and the free flow of information in society.



Students may pursue a BA/BS degree in Communication Arts or Mass Communication with a concentration in one of five options :

Communication Arts

FILM & DIGITAL MEDIA PRODUCTION...

students engage in artistic growth with professional qualification development to enter a thriving field, connected exponentially with diverse disciplines.

- Cinematographer
- Director
- Location and Foley Sound
- Producer
- Screenwriter
- Video Editor

PUBLIC COMMUNICATION...

emphasizes the applied and theoretical aspects of human communication as a social science.

- Corporate or Professional Sales
- Government Communications Specialist
- Human Resources
- Lobbyist
- Political Communicator and Strategist
- Workshop and Education Facilitator

Mass Communication

JOURNALISM: MULTIMEDIA...

provides theory and application in information gathering and preparation for diverse broadcast, print and online news media.

- Feature, Sports or Staff Writer
- Layout & Design Specialist
- News Anchor
- Newscast Producer
- Package Editor
- Reporter

PUBLIC RELATIONS...

provides applied and theoretical instruction for careers in corporate, institutional, governmental and non-profit public relations.

- Community Relations Director
- Corporate Communications Specialist
- Crisis Management or Investor Relations Consultant
- Non-Profit Executive Director
- Public Affairs/Political Campaign Strategist
- Publicity/Promotions/Social Media Director

RADIO-TELEVISION/INTERACTIVE MEDIA...

provides applied and theoretical instruction for careers in the broadcasting and cable industries.

- Account Executive
- Audio Editor
- On-Air Personality
- Program Director
- Station Manager
- Studio Production