Student Involvement

Alpha Psi Omega - Zeta Rho Cast: National Theatre Honor Society.

Film & Digital Media Productions: UNA organization for Film & Digital Media students.

Lambda Pi Eta: Honor Society of the National Communication Association.

Lion Com: UNA organization for Public Communication students.


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).

Society of Professional Journalists: national organization for journalism students and professionals.

Tau Epsilon Kappa: UNA organization for students involved in technical theatre.

University Players: UNA organization for students interested in the dramatic arts.

Departmental Scholarships

Please contact the Department of Communications office for information on scholarships available to Communications majors.

Two Mac computer labs.

121 seat HD screening room with 7.1 surround sound.

UNA Department of Communications
UNA Box 5007
Florence, Alabama 35632-0001
256.765.4247

www.una.edu/communications
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 emphasis in one of six 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

**THEATRE**... provides pre-professional training for students in acting and theatre operations.
- Actor
- Costume Designer
- Director
- Lighting/Sound Designer
- Set Designer
- Theatre Educator

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