

MEDIA AND COMMUNICATION, B.A.

Seven Penn State campuses are scheduled for closure after Spring 2027: DuBois, Fayette, New Kensington, Mont Alto, Shenango, Wilkes-Barre, and York. New students are not being admitted at these campuses.

Begin Campus: Any Penn State Campus

End Campus: Erie

Program Description

The B.A. major in Media and Communication offers a liberal arts background with emphasis on media and communication studies. It prepares students for careers in corporate communication, print and broadcast journalism, multi-media and video production, advertising/public relations, and traditional communication studies by providing an interdisciplinary study of spoken, written, visual, and technically mediated messages.

Communication is an academic discipline that deals with the creation and distribution of mass communication messages through media such as books, newspapers, television, radio, film, video games, and the Internet. Mass communication uses writing, speech, photographs, video, and interactive content to give information or influence the audience. Communication also concerns the study of how we communicate in different ways with diverse audiences through marketing, advertising, public relations, corporate communications, digital journalism, film and other media.

You Might Like This Program If...

- You're the first on board when a social media app is released.
- You can envision yourself presenting creative ideas across multiple communication platforms.
- You welcome the challenges of working with new technology and new communication mediums.