

**NJIT**<sup>™</sup>

New Jersey's Science &  
Technology University

*THE EDGE IN KNOWLEDGE*

# BA and BS Degree Programs in Communication and Media



College of Science and Liberal Arts

**New Jersey Institute of Technology**

## WHY STUDY COMMUNICATION AND MEDIA?

The ability to convey ideas and information is most highly prized in all industries, graduate schools, and in the global economy generally. And the field of communication is expanding rapidly, spurred by the ever-closer relationship between technology and both economic and social affairs. New technologies have multiplied both the platforms and the tools of communication, widening opportunities for those with a firm grasp on new media such as web content and design, podcasting, streaming video, digital music, e-commerce and graphic email. A degree in Communication and Media provides the opportunity to gain knowledge and skills that will position graduates to work in a variety of positions crucial to the twenty-first century. The Communication and Media program is rich in the arts and humanities while it is also geared for the new scientific world. People who can communicate will always be in great demand; employers rate the capacity to communicate as number one when considering prospective employees. Communication is a greatly rewarding and essential activity in society.

## WHY STUDY COMMUNICATION AND MEDIA AT NJIT?

NJIT offers one of the most technology-rich campus environments in the nation. Computing is an intrinsic part of the campus culture, and every department, from architecture to transportation, actively works to advance the state of the art in computing applications. Students have the opportunity to participate in such groundbreaking programs as the national prototype SmartCampus, a mobile, wireless NJIT campus community system in development by NJIT researchers.

All communication and media students have access to two of NJIT's newest labs, both located in Cullimore Hall where the communication faculty offices are. The Writer's Lab is equipped with computers driving Macromedia, Adobe and other software that is used in required and elective courses. The Music Technology Lab, right next door, houses an electronic music studio in addition to Macs and PCs that bring both visual and audio creativity to life.

## WHAT CONCENTRATIONS ARE AVAILABLE?

The BA/BS in Communication and Media at NJIT offers four tracks of study that position graduates for a great variety of careers including in entertainment, the arts, industry, and academics:

- **Literature** (with an English Education option) is designed for students who wish to teach English or go on to graduate school; the Literature track offers an optional teaching credential along with the BA degree. Students take writing, literature and communication theory courses from established experts in, for example, medieval, Renaissance, and American Literature, and specializing in poetry, drama and fiction writing.
- **Media Arts** focuses on Web design, film and video production, television, photography, fine and graphic arts, and music technology. Students studying Media Arts can take courses such as Digital Video Production, Documentary Studies, Digital Photography, Game Design Studio, 3D Modeling and Animation, and Game Architecture, as well as traditional courses like drawing or sculpture.
- **Professional and Technical Communication**, including Journalism as well as Technical Writing, offers hands-on courses in print and television news and feature writing, led by a nationally syndicated columnist. Students following the Professional and Technical Communication track are prepared for careers through courses in Technical Writing, TV News Writing and Production, Feature Writing, Journalism, Non-fiction Writing, Creative Writing, and Electronic Publishing.
- **Theatre Arts**, focuses on the in-depth study of drama and performance; the Theatre Arts track offers opportunities to analyze contemporary and past dramatic works from around the world, and to learn playwriting for both live and television audiences, acting, directing, and set design. Students can participate in the celebrated Rutgers-NJIT Theatre Program's productions in theatres on both campuses and can avail themselves of the wealth of theater events in the greater New York City area.

## ARE THERE OPPORTUNITIES TO GAIN REAL-WORLD EXPERIENCE?

Every Communication and Media student is involved in two semester-long co-op work experiences related to her or his area of specialization; many electives are project-based courses, and internships are plentiful.

## WHAT CAREER OPPORTUNITIES ARE AVAILABLE IN COMMUNICATION AND MEDIA?

Career opportunities abound for communication graduates. Students can enjoy the growing entertainment arts industry and gain access to professionals through coursework, internships and teaching. Communication specialists are sought in a wide range of industries for positions in such areas as journalism, technical writing, e-commerce and web content development, multimedia presentation design, publishing, advertising, graphics, digital media development, theater, and video production.

## IS FINANCIAL AID AVAILABLE?

The Office of Student Financial Aid Services helps to provide NJIT students with every opportunity to obtain funding to support their educational costs. The university encourages all students to apply for financial aid.

[www.njit.edu/admissions/financialaid/index.php](http://www.njit.edu/admissions/financialaid/index.php)

## NJIT AT A GLANCE

- New Jersey's Science and Technology University, founded in 1881.
- Enrollment of just over 8,200 undergraduate and graduate students in six schools provides small-college intimacy with big university resources.
- 45-acre campus with a recently-completed \$83-million construction program featuring a new Campus Center.
- A U.S. News and World Report "Top National University."
- A *Princeton Review* "Best College."
- Ranks 9th in the nation in diversity with students from more than 100 countries
- 13:1 faculty-student ratio.

## FOR FURTHER INFORMATION, CONTACT:

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