About the Track
The Media Studies Track's focus on mass communication helps prepare students for a wide range of careers and graduate study through diverse courses in media management, analysis and creative writing. Students will learn to identify and interpret strategies used by networks and media outlets, and write for television, radio and the Internet, while understanding the legal and industrial backdrop of the business.

Our instruction offers a traditional history, yet addresses the impact of the current digital revolution on both a personal and global basis. The communication arts major can be further tailored to chosen careers with the selection of an appropriate minor such as film, marketing management, political science, and any of the modern languages, among others.

For a curriculum guide, visit: www.salisbury.edu/academics/guides

CAREER OPPORTUNITIES

Students who pursue the Media Studies Track could go on to careers in:

- **Broadcasting/ Cable/ Corporate Video**
  (producer, script writer, station manager, broadcast journalism)

- **New Media**
  (Internet writing, blog design, social marketing)

- **Advertising/Marketing**
  (media buyer, publicity director, copy writer)

- **Business/Industry**
  (research analyst, sales representative, information specialist)

- **Education**
  (education writer, teacher, media specialist)

- **Government**
  (lobbyist, telecommunications specialist)

Additionally, students with a degree in communication arts - media studies may continue on to graduate/professional study in areas such as communication, law or business.
The department offers many opportunities for students to practice the skills and concepts they learn in settings outside the classroom. We have several student groups including the National Broadcasting Society, SU-TV, student radio station WXSU and Lambda Pi Eta—a national communications honors society. Students who are eligible can enroll in an internship to gain credit for working in an organization outside the University.

Recent students have completed internships at sites including the Baltimore Orioles, WNBA, Washington Capitals, Walt Disney World, The Late Show with David Letterman, Peninsula Regional Medical Center, Clear Channel Radio, Nassau Broadcasting and the Rehoboth Beach Film Festival.

FACULTY

- **Vinita Agarwal, Ph.D.**
  Purdue University
  Associate Professor

- **David Burns, Ph.D.**
  University of Maryland
  Associate Professor
  Specialties: Electronic Journalism, New Media Production, International Reporting

- **James Burton, Ph.D.**
  University of Nottingham, U.K.
  Associate Professor
  Specialties: Media Industries, New Media and Convergence, Media and Cinema Studies, Cultural Memory

- **Jennifer Cox, Ph.D.**
  University of Florida
  Associate Professor
  Specialties: New Media/Online Journalism, Newsroom Culture, Community Journalism

- **Lori DeWitt, Ph.D.**
  North Dakota State University
  Chair and Associate Professor
  Specialties: Organizational Ideology, Speech Anxiety, Public Speaking

- **Chrys Egan, Ph.D.**
  Florida State University
  Professor
  Specialties: Popular Culture, Freedom of Speech, Interpersonal Communication

- **Aaron W. Gurlly, Ph.D.**
  University of California San Diego
  Assistant Professor
  Specialties: Narrative Film/Video production, Cameras and the Body, and Critical Identity Studies

- **Eun-Jeong Han, Ph.D.**
  Washington State University
  Assistant Professor
  Specialties: Intercultural Communication, Organizational Communication, Interpersonal Communication, Strategic Communication, Public Relations

- **Bryan K. Horikami, Ph.D.**
  Pennsylvania State University
  Associate Professor
  Specialties: Intercultural and Interethnic Communication, Interpersonal Communication, Communication Theory

- **Michael Moeder, Ph.D.**
  University of Missouri
  Assistant Professor
  Specialties: Mass Communication, Media Criticism and Analysis, Writing for Broadcasting

- **Darrell Mullins, Ph.D.**
  Bowling Green State University
  Associate Professor
  Specialties: Interpersonal Communication, Rhetoric in the Popular Culture, Organizational Communication

- **Paul E. Scovell, M.S.**
  Murray State University
  Assistant Professor
  Specialties: Communication Technology, Parliamentary Procedure, Event Planning and Meeting Management, Public Relations

- **Andrew Sharma, Ph.D.**
  Syracuse University
  Professor
  Specialties: Audio/Video Production, Digital Filmmaking, International Media, Advertising

- **Haven Simmons, Ph.D.**
  University of Iowa
  Associate Professor
  Specialties: Journalism, Broadcasting, Public Relations, Mass Communication, Media and Government

- **Kellie Stanfield, Ph.D.**
  University of Missouri
  Assistant Professor
  Specialties: Broadcast Reporting and Producing, Mobile and Multimedia Storytelling, Journalism Pedagogy

- **Melany Trenary, M.A.**
  East Carolina University
  Lecturer
  Specialties: Instructional Communication, Interpersonal Communication

- **Amanda Welch-Hamill, M.F.A.**
  Catholic University of America
  Lecturer
  Specialties: Public Speaking, Human Communication Studies, Arts Administration

www.salisbury.edu/commarts