

***Reflecting on Your***

***Department’s Climate & Culture***

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| **Department/School: Communication** |
| **Vision:**The Department of Communication, an energetic multidisciplinary department, offers a major course of study designed to prepare its students for successful entry into a growing professional field, while also educating students for inevitable long-run changes in their careers. |
| **Mission:**The Department of Communication is an energetic multidisciplinary department made up of programs in Communication Studies, Mass Communication in Broadcast Journalism, Print Journalism, and Advertising/PR.  The department teaches both the theoretical and practical applications of the various fields of communication by offering a variety of classes, online classes, special projects and activities where students can get hands-on experience. |

**PROFILE**

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| **Majors: Communication Studies; Mass Communication** |
| **Graduate Programs: MA in Communication Studies** |
| **Students*** Number of Students: 464 total
* Characteristics: 438 Undergraduate and 26 graduate
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| **Faculty*** Number of Faculty: 15 tenured and tenure-track faculty members and 7 lecturers
* Ranks: 8 Professors, 5 Associate Professors, 2 Assistant Professors, 7 Lecturers
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| **Campus Program Offering**Communication Studies- The Communication Studies degree can be completed in Edinburg (including ITV and online) 100% and in Brownsville (including ITV and online) 97.5%. Mass Communication- The Mass Communication degree can be completed in Edinburg (including ITV and online) 100% and in Brownsville (including ITV and online) 92% for Ad/PR concentration, 95% for the Print concentration, and 85% for the Broadcast concentration.MA in Communication Studies- The MA in Communication Studies can be completed in Edinburg (including ITV and online) 100% and in Brownsville (including ITV and online) 25% |
| **Stats & Highlights:**Our department includes 4 distinct degree plans at the undergraduate level: Communication Studies, Mass Communication-Print, Mass Communication-Broadcast, and Mass Communication-Advertising/Public Relations. We offer a Master of Arts degree in Communication Studies. |

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| **Success Stories/”Bragging”:**-Some of our students go on to be teachers, are employed by local TV and radio stations, or go on to graduate school, among many other career paths.-3 out of the 4 student media organizations are advised by Department of Comm faculty-We have made classes more accessible to students by offering more ITV, Zoom, hybrid, and online classes.- Our department includes the Hauser Communication Research Lab, which offers the university community assistance with preparing for public speaking and interview opportunities. |
| **Traditions:*** Faculty come together once a month for department meetings and once a year for summit meetings to discuss and update curriculum
* Classes and student organizations incorporate service learning and/or community based projects.
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| **Mantra/Slogan: Communication connects!** |