

# COMMUNICATION AND MEDIA STUDIES

NYC



The Communication and Media Studies department brings together dynamic fields of public communication and mass media in the city where these elements live. Students explore professional communications and media industries at the cross-sections of leadership, creativity, and social change while learning to hone advanced skillsets in self-expression. From the interpersonal to the digital, social media to public advocacy, journalism to strategic communication, the Communication and Media Studies degree readies this next generation of changemakers. Pace University's Bachelor of Arts in Communication and Media Studies prepares students by maximizing creativity, confidence, and professionalism in all forms of communication. We also offer minors in Digital Media Studies and Journalism and Digital Storytelling.

## BA IN COMMUNICATION AND MEDIA STUDIES

Communication and Media Studies students find, create, critique, produce, amplify, and deliver the stories that make a difference. We prepare our majors for careers in media and communication by maximizing critical and creative thinking to produce effective and transformative communication. Students learn to understand the contexts in which communication and media are produced, delivered, and distributed. They engage in critical analysis and production of varied forms of communication and media. Graduates of our program become changemakers, using impactful communication and media skills to face social and cultural challenges. Communication and Media Studies majors choose careers in social media, television, music, marketing, publishing, law, politics, public relations, and nonprofit organizations.

## REAL-WORLD EXPERIENCE

Pace University is located in the hub of lower Manhattan and offers students incredible opportunities to combine the academic experience with all that New York City has to offer. New York City is a center of media production, and students have successfully landed prestigious internships in music, television, publishing, fashion, radio, public relations, arts and entertainment management, and nonprofit organizations. Students gain immense professional experience while completing their degree.

## SUCCESS STARTS HERE

Our students and alumni have found internships and careers at diverse media and communication organizations including:

- **Social media:** Audible, Meta, TikTok, Vox
- **Journalism and Publishing:** Inked, Rolling Stone, The New York Times, Simon and Schuster
- **Television & Broadcast Media:** ABC, BBC, Disney, Food Network, NBC, Viacom
- **Artist Management:** Brookside Artist Management, Innovative Artists, Wilhelmina Models
- **Music Industry:** iHeartMedia, Spotify, Sirius, Warner Music Group
- **Corporate Media:** CoinDesk, JP Morgan, Morgan Stanley, Nasdaq
- **Media Planning & Public Relations:** 5W, Brigade, Camelot, Magrino, Vayner
- **Non-Profit and Political Communication:** Georgia Aquarium, Natural Resources Defense Council, NY State Governor's Office, Office of United States Vice President Kamala Harris, Planned Parenthood, United Way

## DEPARTMENT CONTACT

For more information, contact:

**Emilie Zaslow, PhD, Department Chair**  
ezaslow@pace.edu

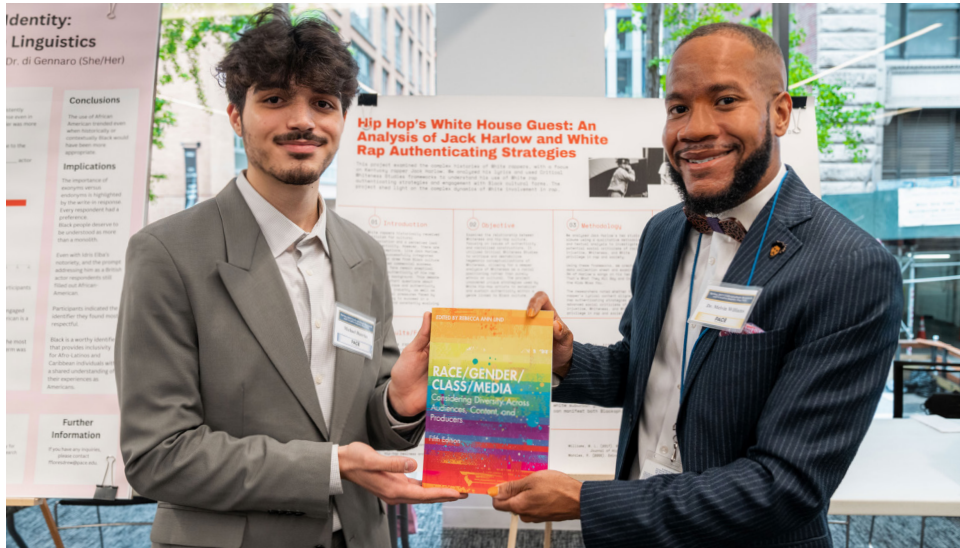


[www.pace.edu/dyson/comm-media](http://www.pace.edu/dyson/comm-media)

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Dyson College of Arts and Sciences

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## FACULTY

Our faculty are experts in a range of specialties within the disciplines of Communication and Media Studies, including journalism, digital media, entertainment media, feminist media studies, international communication, media and film criticism, political communication, and sports media. Merging communication research with multidisciplinary professional experiences, Communication and Media Studies faculty maintain an active record of scholarly achievements and present research at national, regional, and international conferences. Our faculty routinely collaborate with undergraduate students to develop digital storytelling and research projects for academic publications and conferences, while fostering professional opportunities for student internships and post-graduation employment.

## FIVE-YEAR DUAL DEGREE BA/MA IN COMMUNICATIONS AND DIGITAL MEDIA

The Communication and Media Studies department also offers a five-year dual degree BA/MA track for Communication and Media Studies majors to complete an MA in Communications and Digital Media. The accelerated five-year program consists of 152 credits, with 12 graduate core credits taken online in the undergraduate senior year. Students have the option to follow one of two tracks. The Social Media and Public Relations track specializes in social media production and public relations skills and provides students with general communications knowledge through the required core courses. The Digital Filmmaking and Media Production Track provides students with the opportunity to focus their studies specifically on the film industry.

## ALUMNI SPOTLIGHT

**Juliana Martins '19** recently made *Forbes* magazine's 30 Under 30 North America list for media as the founder of Eleven11 Media Relations, a media relations company launched in 2020 in New York City to support brands that could not afford to sign with large agencies after the COVID pandemic. Her company has brought in six figures of revenue in 2022 alone, working on past projects with names such as Shaquille O'Neal and Grammy-nominated singer Kesha.

**Kristie Dash '13** is Head of Beauty Partnerships at Meta. She originally found her path by interning in various departments at *Vogue*, *Teen Vogue*, and *Harper's Bazaar* during her time at Pace University. In her role at Meta, Kristie works with the world's most influential brands and people about new digital storytelling mediums, and executes innovative activations to push culture forward.

## STUDENT ORGANIZATIONS AND OPPORTUNITIES

*Our department offers a host of networking, co-curricular, and professional development opportunities for students:*

### The Pace Press

The undergraduate student newspaper serves as a vehicle to gain hands-on experience for students with ambitions for careers in journalism and publishing.

### Gamma Iota Chapter of Lambda Pi Eta (LPH)

Students on Pace's New York City campus may be eligible to join our chapter of the student communication honor society of the National Communication Association.

*To gain professional contacts and maximize their undergraduate experiences, many of our majors also participate in:*

### Her Campus

Students interested in journalism and creative storytelling can participate in this national online magazine where they write and publish their own articles.

### WPUB

Students interested in the music industry can join Pace's student-run radio station where members can have their own radio show, play music, or produce a podcast or radio talk show.



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