

5 REASONS

You Should Study Mass Communication

1

You won't get fooled by fake news:

- Become more media literate
- Determine the quality, accuracy, and value of news content
- Separate truth from fiction and facts from opinion

2

You can predict how others will act:

Apply media theories like gatekeeping, agenda setting, and framing to understand:

- How the media can influence people
- What people will be thinking about
- How people will perceive certain issues
- How people will react to what they read, hear, and watch

3

You will understand why people watch reality tv:

Discover how people use media like reality tv and video games for:

- Educational purposes
- Primal surveillance needs
- Opportunities to judge others
- Escape from everyday life

4

You have the chance to connect with like-minded people:

Consider why social media is a game-changer compared to traditional media:

- Users can be both senders and receivers of content
- Knowledge and expertise are shared among niche audiences
- Anyone interested can be an active participant
- Escape from everyday life

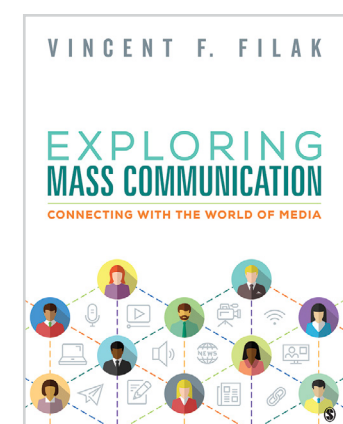
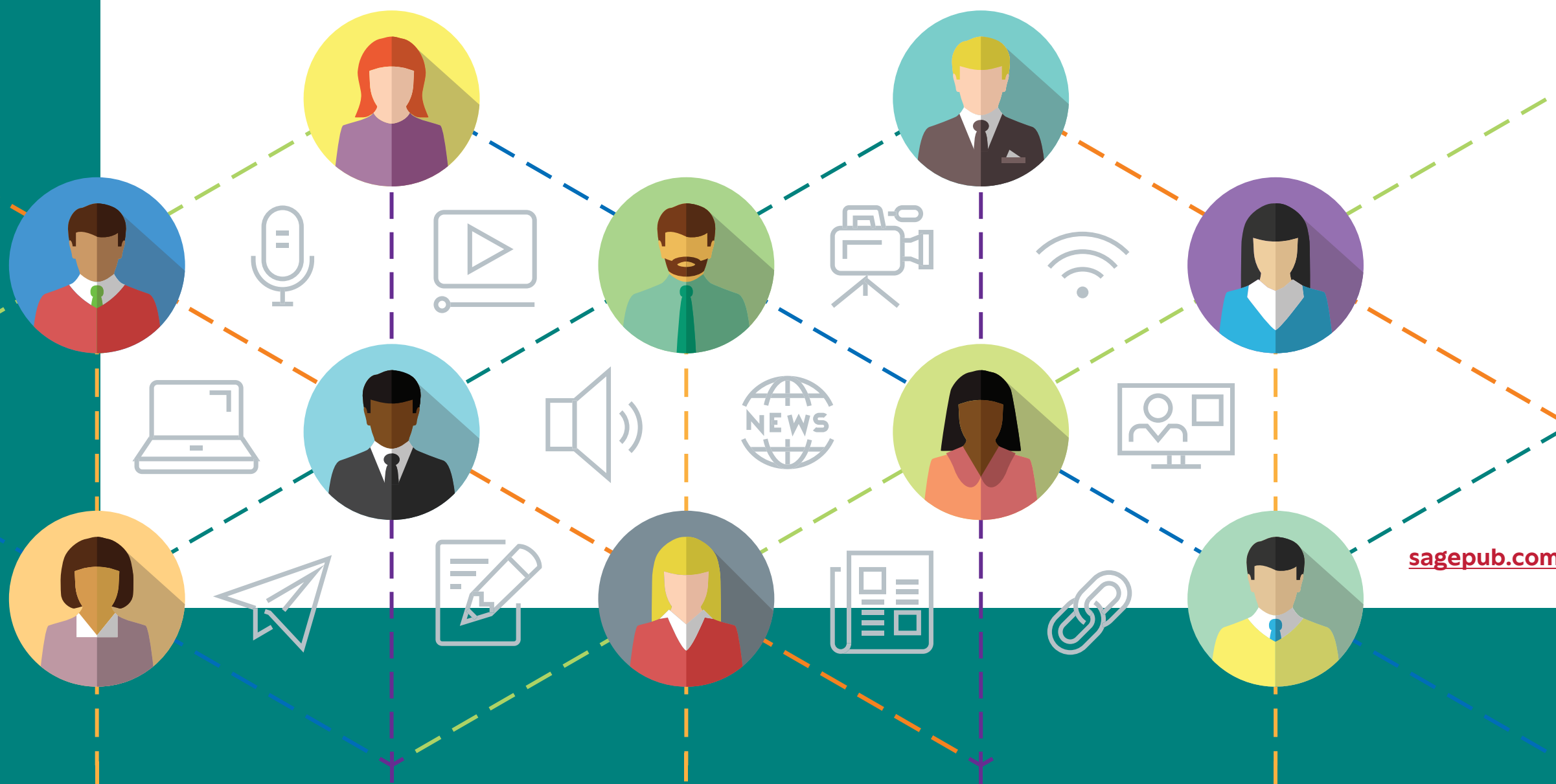
5

You will be ready for a career when you graduate:

Explore a wide variety of career opportunities such as:

- Social media manager
- Book publisher
- Movie script writer
- Media lawyer
- Video game designer
- TV news anchor

Be a top candidate in many other fields with mass media knowledge and skills.



Source:
Exploring Mass Communication
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