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## New master's: Cutting edge of communications

Lindenwood University

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# LINDENWOOD

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## New master's: Cutting edge of communications

The Internet. The World Wide Web. High Definition Television. Satellite Broadcasting. Digital Cable. Digital Radio. Multi-media Presentations. Desktop Publishing. Computer Based Information. Web Page Design.

For many people, most of these terms sounded like so much science-fiction computer-jargon mumbo-jumbo just 10 short years ago. Today, these phrases are an integral part of the English language and, for some students, are being learned as early as pre-school. Information technology has exploded in the '90s and is showing no signs of slowing down in the next century.

Lindenwood University is taking on that challenge with an innovative approach to its graduate program in communications. The university is now offering a master of arts and a master of science degree in communications, with five main areas of emphasis. The program is designed to accommodate a beginning graduate student or someone who already has completed an MBA.

"We have plugged our communications program into the digital era to prepare graduates for the 21st century," said Jim Wilson, dean of the communications division. "Each emphasis encompasses the integration of technology and traditional communication skills. However, development of traditional corporate writing and oral presentation skills is essential to each emphasis."

Students may complete a graduate degree in an accelerated format, traditional format or a combination of the two. Areas of emphasis within the graduate communications program include Promotions, Training and Development, Media Management, Digital Media and Writing.

Students in any of the emphases have the option of applying for specialized internships at area corporations, communications agencies or media outlets. The internships provide hands-on experience, the opportunity to network with communications professionals and provide a professional environment for career growth.

The Promotions emphasis is designed for students interested in public relations and promotion and includes classes in marketing, corporate writing, public relations ethics and management.

Students who choose the Digital Media emphasis will concentrate heavily on information technology courses, such as web page design, desktop publishing and video production.

The Media Management emphasis is designed for students interested in the administrative and business side of the communications environment. Classes in advertising, management and corporate media are among those offered in this emphasis.

The Training and Development emphasis focuses on organizational and corporate communication. It prepares business professionals to train their employees to adapt to today's ever-changing corporate environment and be better prepared to face the challenges of stiffening competition in the marketplace.

Students who take the Writing emphasis will cultivate a variety of writing skills, including corporate writing, script and speech writing, creative writing and some technical writing.

While students are required to complete certain core courses within their emphasis of choice, Wilson says the communications program will provide some flexibility for scheduling and student interest.

Lindenwood also offers bachelor of arts degrees in mass communication and corporate communication in the traditional or accelerated formats.

For more information on the graduate program in communications, call the Office of Graduate and Adult Professional Admissions at (636) 949-4933. For undergraduate program information, contact the Office of Undergraduate Admissions at (636) 949-4949.

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