Are you interested in economics, politics, law, or sociology? This track is designed for students who wish to pursue a liberal arts approach to the study of mass communication institutions, processes, effects, research methods, and analysis. Your studies can serve as preparation for a graduate degree, a law degree, or an MBA degree. Or this track can serve as a terminal degree for students who would like to work in communications-related industries in areas beyond professional message production. You can choose a program emphasis in areas such as history, law, media effects, media industry studies, international communications, or other aspects of mass communication studies represented in the SJMC.

Mass communication is the study of communicating with the masses, but is also about storytelling with strategy and purpose. The study of mass communication is centered around how messages persuade and affect the behavior and opinion of the person or people receiving the content.

The mass communication track helps students develop research methods and analysis skills that can be applied to a number of different fields, including law, academia, and the professional sector.

**The College of Liberal Arts Advantage: More Than a Major**

When you study Mass Communication at the University of Minnesota, you gain the added advantage of a College of Liberal Arts education. At CLA, the liberal arts mean you get more than just a degree in one major or another; it means you will be exposed to different areas of study, to different ways of thinking and learning. In
The liberal arts teach you how to learn—how to ask the right questions, how to problem solve, and how to innovate. The liberal arts prepare students for the complexities of our world, because here at CLA you will study not just, say, politics or art but also where politics and art intersect, where science and ethics intersect, where economics and the environment intersect.

Meet Our Students

Isabella is a double major in mass communication and political science. She writes, "My favorite part of my experience at the Hubbard School has been the connections I have made with people both in and out of class. There is such a massive mutual respect between journalism students to the point where I have never felt intimidated or afraid of speaking up in class. I also enjoy how journalism classes and professors always prioritize candid discussions on all topics. I sincerely believe that the people I have met at HSJMC are people I will stay connected with for the rest of my professional career."

Read more about Isabella's story, and learn more about our undergraduate program.
Student Experiences

Learning Abroad in Mass Communication: Prepare to Lead in a Global Economy

“I urge every student to make learning abroad a top priority. Nothing comes close to matching the adventure, intellectual growth, and preparation to live and work in an increasingly interdependent global community. You might forget the names of professors but you’ll never forget how learning abroad changed your life.”
— Albert R. Tims, Director, School of Journalism and Mass Communication

Read more about the value of learning abroad for Mass Communication majors, and learn more about our study abroad opportunities.

Undergraduate Research: Turn Curiosity into New Knowledge

Research and outreach serve a vital role in the mission of the Hubbard School of Journalism & Mass Communication. Mass communication research centers on how people use the media and its effects on society. This research tackles a number of leading issues, including digital innovations, advertising effects, crisis communications, and publishing.
Through the Silha Center for the Study of Media Ethics and Law, programming and research focus on freedom and fairness and examine ethical responsibilities and legal rights of the mass media in a democratic society.
The School also has robust research facilities, including a focus group room, eye-tracking software, and a mass communication library.

Student Organizations: Find Friends and Grow as a Leader

- MMPA Magazine Club
- Society of Professional Journalists (SPJ)
- The Minnesota Daily
- The Wake Magazine
- Radio K - KUOM
- Studio U
Meet Our Faculty

The National Institutes of Health by way of the National Cancer Institute awarded Hubbard School of Journalism and Mass Communication Assistant Professor Rebekah Nagler a grant of over $350,000 for her project, “Effects of Prior Exposure to Conflicting Health Information on Responses to Subsequent Unrelated Health Messages.” Over the next two years, she’ll study how conflicting health information may threaten the success of public health messages.

Read more about Professor Nagler's work.

Meet Our Alumni

CLA Graduates: Successful Careers and Purposeful Lives

CLA graduates succeed in many different careers — law, health care, medicine, business, government, teaching, advertising, arts and entertainment, international relations, and more — precisely because they understand how to navigate a complex and interconnected world. As our alumni explain below, “Being a good employee means being curious, and continuing to evolve, and learn, and educate yourself, and I can think of no stronger foundation for doing that than a liberal arts education.

“An education in the liberal arts is a springboard to lifelong career success”
You might also explore

- Journalism and Mass Communication
- Strategic Communication: Advertising and Public Relations
- Communication Studies
- Business and Marketing Education
- Technical Writing and Communication

Associated Careers

Producer, Screenwriter, Art Director, Public Relations Officer, Illustrator, Critic, Photojournalist, Event Manager

Admission Information

FRESHMAN: Admission information

TRANSFER STUDENTS: Requirements for the College of Liberal Arts

Beyond admission, if you have questions about transferring, the College of Liberal Arts (CLA) has transfer advisors to help. Please feel free to contact them about any
of the topics below:

• Course plans before transferring
• Estimated time to graduation
• Career preparation in CLA
• Getting ready for orientation, if admitted
• Connecting with major/minor departments