

Media Studies

Considering today's global information climate, it's no wonder communication skills—the ability to write and speak clearly and effectively, to share information quickly and accurately—have never been as important to employers as they are now. As a major in Media Studies at St. Ambrose, you will gain a liberal arts perspective of the communication field, inquiring into the ethics of communication theories, social science and research methods.

Contact us

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 Davenport, Iowa 52803
 Visit the Communication
 Department Web site at
www.sau.edu/communication
 For general information about
 St. Ambrose or how to apply:
 Admissions Office
 563/333-6300 or 800/383-2627
 email: admit@sau.edu
www.sau.edu

Degrees offered and required credit hours

St. Ambrose offers a Bachelor of Arts with a major in Media Studies. A minor also is available in Broadcast Journalism, Journalism, Radio/TV, Communication Studies, and Public Relations.

The Media Studies major requires 15 credit hours of core requirements, 21 credit hours of concentration requirements and 9 credit hours of electives.

Program highlights and courses

The St. Ambrose Media Studies major gives students the opportunity to take a focused selection of courses in journalism, public relations, public speaking, and media theory in preparation for graduate study in communication or law. In addition, Media Studies majors will have the opportunity to take courses in Psychology, Political Science, Sociology, English, Art, and Theater.

See our course catalog at www.sau.edu/catalog for a full description of required and elective courses.

Internships and co-curricular activities

Internships are a popular feature of St. Ambrose's Media Studies program: students spend a few hours per week or an entire term getting on-the-job training and learning from professionals in the field. Ambrose students have interned at virtually every television and radio station and newspaper in the area, including the NBC, ABC, CBS and FOX affiliates, the Quad-City Times, The Dispatch, and The Rock Island Argus. These professional experiences have a direct influence on employment after graduation.

KALA Radio broadcasts 24 hours a day to the Quad Cities on 88.5 and 105.5 FM, featuring everything from blues to gospel to urban to rock. With a staff advisor, it is run by students who deejay their own shows, program the music and edit news specials.

TV-11 operates 24 hours a day with its own channel on the community's cable television system, presenting viewers with programming focused on education and technology. Students produce a weekly newscast, run cameras, edit tape, broadcast live sporting events, and work as on-air talent.

The Buzz is St. Ambrose's student-run, bi-monthly newspaper. Students are responsible for deciding content, reporting and editing stories, layout, design, photography, and advertising.

Financial assistance

The David K. Gottlieb Annual Scholarship is awarded to a St. Ambrose undergraduate student who displays outstanding academic achievement and potential in the field of communication.

What can you do with a Media Studies degree?

The Media Studies major can lead to careers as a television producer or director, on-air or on-camera talent, press secretary, speechwriter, reporter, or communication researcher. The major is excellent preparation for jobs in other fields as well. Many graduates become

advertising account executives, public relations specialists, publishers, or go on to graduate schools such as Kent State University and the University of Iowa.

About the faculty

Ken Colwell PhD, Professor

ColwellKennethE@sau.edu

Teaches Public Speaking, Desktop Communication, Radio Practicum and Seminar in Communication, and serves as director of the Ambrose Communication Center. He received his doctorate from the University of Iowa. His research interests include the use of technology in instruction and communication, technology as culture, and technology in distance learning. A graduate of St. Ambrose, Prof. Colwell has taught here since 1981.

Michael Kennedy '60 MA, Assistant Professor

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Teaches Writing for Advertising Copy, Acting, American Film, Survey of Theatre, Theatre History, and Shakespearean Acting. Prof. Kennedy graduated from Villanova University with a master's in theatre arts. Prior to his teaching appointment at St. Ambrose in 1969, he was a writer, producer, announcer, and director for a local television station.

John Madsen PhD, Associate Professor

MadsenJohnA@sau.edu

Teaches courses in public relations, public relations research and organizational communication. Prof. Madsen has special interests in the internationalization of organizations and the changes brought on by the changing scope of media and the worldwide web. He also is a contributing editor to the Encyclopedia of Public Relations. Prof. Madsen holds a doctorate in Speech Communication and Public Relations from the University of Kansas. He has taught at St. Ambrose since 2004.

Ann Preston PhD, Professor and Department Chair

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Teaches courses in journalism and public relations, including Media Writing, Communication Campaigns and Media Law. Her research interests include media portrayal of disability, portrayal of collective action in popular culture, and gender role stereotyping through toys and point of purchase mannequin displays. Prof. Preston earned a doctorate in mass communication from The Ohio University and has taught at St. Ambrose since 2001.

Donald Schneider MA, Assistant Professor and TV-11

Operations Manager

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Teaches Radio and Television Production, TV Practicum and

Broadcast Technology. He began working at St. Ambrose in 1979 and is the television operations manager for TV-11. Prof. Schneider holds a master's degree from the University of Iowa. He has worked as a radio deejay and has done freelance work for a variety of regional and national networks, including ESPN, the National Weather Service and TBS Sports.

Alan Sivell MA, Assistant Professor and News Director

SivellAlanR@sau.edu

Teaches Mass Communication and Society; Feature Writing and Editing; Print News Practicum; News Broadcasting; and Advanced Broadcast Reporting. Prior to coming to St. Ambrose, Mr. Sivell worked as a media columnist for the Quad-City Times and Argus/Dispatch/Leader newspaper group in Illinois. He also has extensive experience in broadcast media as a reporter, producer, assignment editor, anchor, and reviewer for the local ABC affiliate. He holds a master's degree in journalism from the University of Iowa.

M. Carla Stevens PhD, Professor

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Prof. Stevens received her doctorate from Illinois State University and taught speech at Black Hawk College and Augustana College before coming to St. Ambrose in 1987. She served as the coach of the St. Ambrose Speech Team. Her research interests include pedagogy, sexual harassment and computer-assisted instruction.