

DREW

Semester on Communications and Media

The Communications and Media Semester

Broadcasting, advertising, publishing, film, public relations – New York City is the media and communications capital of the world. Drew takes you into the heart of it all. From TriBeCa to the Upper East Side, firms both big and small disseminate the ideas, information, and stories that shape our culture and collective psyche.

Learn from professionals who work in the interconnected world of communications, public relations, advertising, and media. Visit the places where meaning is created, stories conveyed, and information consumed. In this semester you'll take a critical look at the operations of New York City's media and communications industry, in order to critically examine the making of - and meaning behind - the messages.

Who Can Participate

All Drew undergraduates are eligible after completing their second year at Drew University. Students must fill out an application, interview with the program director, be in good disciplinary standing and complete two prerequisite courses with grade B or better.

▼ Visit places like Google, Bloomberg News, Fox News, Time Magazine, Twitter, and more.



Learn directly from industry professionals

\$0
all costs included in tuition

Available to all majors

The Liberal Arts Advantage

The Semester on Communications and Media follows the liberal arts philosophy, exposing you to professionals from a variety of industries: publishing, news outlets, advertising and marketing firms, non-profit advocacy groups, public relations agencies, human resources/ talent management, integrated communications services, digital communications and social media. Examples of companies you will visit include:

- Google
- Bloomberg News
- Fox News
- Twitter
- Time Magazine

The Structure

You will head into New York City two days per week to learn in the companies at the heart of the media world. Lectures from industry leaders introduce you to the profession from the inside, to discuss their career trajectories, evolutions in the field, and their predictions for the future. These visits and externships provide an in-depth experience you can take on to great companies and careers.

The Professor

Professor Lisa Lynch earned her MA in Journalism from University of California, Berkeley and her PhD from Rutgers University. Her research focuses on the intersection between culture, technology, and political change, with a focus on new media, information access, global internet governance issues, and human rights.

Her academic writing has appeared in journals including *American Literature*, *Radical History Review*, and *Journalism Practice*, and her research has been written about in publications ranging from *Kill Screen* to *Al Jazeera*.

Outcomes

Participants in the Semester on Communications and Media have gone on to prestigious internships and careers, including:

- Shannon LaFrano, Sociology & Studio Art, C15
Integrated Marketing Assistant at Viacom
- Taryn Murphy, Sociology & Spanish, C16
Marketing Coordinator at New England Patriots, NFL
- Kirby Clark, Environmental Studies & French, C16
Digital Communications Fellow for Arlington County
- Michael Pellessier, Business & Photography, C17
Public Relations Intern at Peppercomm
- Sabine Reedy, English, French, & Gender Studies C17
Social Media and Marketing Intern at Leedy Interiors

▼ NYC is the media and communications capital of the world.

