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What is this assignment about?

This course is unique in that it considers communication at multiple levels of interaction. You'll see speakers who address one-to-one and small group communication, speakers who address forms of mass communication, and finally speakers who consider communication at the societal level. **For this assignment, we're asking you to reflect on how learning about communication at each of these levels can bring value to your life, be it personal, academic, or professional.**

Why am I doing this?

One of the learning outcomes associated with this course is that you will be able to explain the importance of communication in interpersonal relationships, professional development, mass media, and civic engagement. **Being able to articulate the value of the field in which you are getting a degree can be extremely helpful when applying for jobs!**

What is mass communication?

In the context of this assignment, we are considering mass communication to be those topics related to communication media that we use to transmit messages to large groups of people. That includes **news, advertising, film, TV, radio, and social media.**

What do I need to do?

To complete this assignment, you will write a short (1-2 pages/250-500 words, double spaced, 12 pt font, 1" margins) paper. **This paper will consider one speaker who spoke about some form of mass communication.**

Kailey Stark

Value of Mass Communication Essay