

COMMUNICATION

Understand the social and cultural effects of technology and language. Learn strategies to design persuasive and meaningful messages. Specialize in communication and digital media or communication and public relations. The multifaceted program builds a foundation in marketing and event management with an understanding of journalism practice to ensure you are prepared for a variety of roles within the communication industry. Gain hands-on experience with professional equipment and technology.



CONTACT US

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ADMISSIONS

Applications for admission to most programs are accepted starting Oct. 1 each year for programs that begin in August or September of the following year. Check the website complete details on admissions processes:

Apply On-Line visit: www.tru.ca/future/admissions



**THOMPSON
RIVERS
UNIVERSITY**

**Faculty of
Arts**

COMMUNICATION AND PUBLIC RELATIONS

This stream covers the practical and commercial application of communication. If you have business, tourism, entrepreneurial and public service ambitions, this program will show you how communication can enhance your business practices.

COMMUNICATION AND NEW MEDIA STUDIES

This stream covers the aesthetic, narrative and theoretical aspects of technology, as well as computer-mediated communication. If you have an interest in the ways technology, design and business interact, this program is for you.

CAREERS FOR GRADUATES

- Technical writing
- Public relations
 - Marketing
- Community relations
- Writing and editing
 - Event planning
 - Social media
 - Grant writing
 - Print media
- Corporate communications
 - Digital media
- Community engagement
 - Blogging

FOR MORE INFO VISIT: WWW.TRU.CA/ARTS/DEPARTMENTS/JOURNALISM