



The University of Akron
School of Communication

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Fact Sheet: The University of Akron School of Communication College Experience

The University of Akron School of Communication offers a variety of academic learning experiences through the programs offered, meeting faculty, and getting involved in unique extra curriculars.

AKRON, Ohio – Nov. 21, 2021–

Are you eager to seek higher education in the communication field? If so, The University of Akron's School of Communication is worth looking into with their unique program offering for both undergraduate and graduate, exciting student organizations to join, and experiencing the high-quality faculty members.

Undergraduate Programs

For students pursuing a Bachelor of Arts undergraduate degree in the School of Communication, there are four concentrations to choose from Media Studies, Public Relations, Strategic & Organizational Communication, and Organizational Supervision. The School of Communication also offers a professional social media certificate which can be taken by anyone and is not specific to only students in the School of Communication.

Concentrations

- **Media Studies**
 - What's it About?
 - Learning about the world of television, radio and journalism.
- **Public Relations**
 - What's it About?
 - Learning how to build and maintain relationships between organizations and their stakeholder through critical thinking and crafting effective messages.
- **Strategic & Organizational Communication**
 - What's it About?
 - Learning to understand how the broad field of communication impacts organizational success with the use of technology to effectively communicate.
- **Organizational Supervision**
 - What's it About?
 - Learning organizational leadership and supervisory skills that can be applied to any field. This program is designed for people who either already have an associate's degree or have 60 credit hours or more.

Certificate

- **Professional Social Media**
 - What's it About?
 - Learning how to generate content and use analytics to craft a social media campaign.

-More-

Graduate Programs

The School of Communication offers a graduate program for a Master's in Strategic Communication for people who wish to carry their education to the next level.

- **Master's in Strategic Communication**
 - What's it About?
 - Learning to create and manage messages strategically in the context of social media and health crisis communication. This program allows students to grown in the topics of social media analytics, data storytelling, informatics, data analysis, multimedia productions, and more. This program is accredited, 100% online, and can be expected to be completed in 18-24 months.

Clubs and Organizations

There is a plethora of student organizations and clubs to meet students interests in the School of Communication. These opportunities are great for students to begin to expand their network and build beneficial skills.

- **Newspaper The Buchtelite**
 - [The Buchtelite](#) is an independent student run paper for students at The University of Akron. The Buchtelite is perfect for student who are interested in learning more about journalism, storytelling, and writing.
- **Radio Station WZIP-FM**
 - [WZIP](#) is The University of Akron's Radio Station where students can participate in many sides of production like being a DJ, Music Programing, News, Production, Promotions, Sports, and Underwriting.
- **TV Station Z-TV**
 - [Z-TV](#) is The University of Akron's TV Station where students can learn how to be a writer, host, reporter, production crew member, director, and producer. Z-TV offer 9 shows: Lights Camera Akron, Lowdown, Goofing Off, 300 Seconds of Science, 5 Minute Flashbacks, Akron After Hours, Class Cancelled, ZTV Sports Report.
- **2380 Film Club**
 - [The 2380 Film Club](#) for students who have a passion for film and film making. Actives of club include film screenings, production, analysis, film apparition, and even participate in a short film festivals.
- **The Social Media Learning Lab**
 - [The Social Media Learning Lab](#) gives student the opportunity to learn about social media analytics alongside peers and faculty.
- **Public Relations Student Society of America**
 - [Public Relations Student Society of America](#) brings students interested in public relations together and provides them with networking opportunities, resources, and information that will aid them in their professional careers.

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Faculty

The School of Communication has 20 dedicated and experienced faculty members who work to educate and inspire students. Many of the faculty have researched several topics are extremely qualified.

Heather Walter, Ph.D. Director & Associate Professor

Topics Researched: Organizational Communication, Conflict Management, Health Communication

Contact: 330-972-6486, HLWalter@uakron.edu

Julie Cajigas, M.A. Professor of Practice

Topics Researched: Social Media, New Media Technologies, Interpersonal Communication in a New Media Context, Computer-Mediated Communication

Contact: 330-972-6914, julieca@uakron.edu

Kathleen D. Clark, Ph.D. Professor

Topics Researched: Contemplative Communication, Intercultural Communication, Interracial Friendship

Contact: 330-972-7485, kcclark@uakron.edu

Juan E Contreras, M.A. Professor of Practice & General

Topics Researched: N/A

Contact: 330-972-5870, jec37@uakron.edu

Amber L. Ferris, Ph.D. Associate Professor

Topics Researched: Media Uses and Effects, Social Media Uses and Gratifications

Contact: 330-972-7606, aferris@uakron.edu

Rhiannon Kallis, Ph.D. Assistant Professor

Topics Researched: Social Media's Impact on Romantic Relationships, Motivations for Using Dating Apps, Romantic Escalation and De-escalation on Location-based Dating Apps, Social Media and Romantic Jealousy, Self-esteem issues from Using Dating Apps

Contact: 330-972-5743, rkallis@uakron.edu

Bonnie Keiper, M.Ed. Professor of Instruction

Topics Researched: N/A

Contact: 330-972-8413, bje@uakron.edu

Christopher C Keppler, Associate Professor of Practice, Internship Coordinator & General Manager, WZIP

Topics Researched: N/A

Contact: 330-972-7821, kappler@uakron.edu

Yang (Young) Lin, Ph.D. Professor

Topics Researched: International Communication, Political Communication, and Basic Course Teaching

Contact: 330-972-8264, ylin1@uakron.edu

Andrea Meluch, Ph.D. Assistant Professor

Topics Researched: Disclosure, Privacy Management, Social Support, Conflict, Mental Health Communication

Contact: 330-972-5189, alm133@uakron.edu

Julia A. Spiker, Ph.D. Professor, Graduate Coordinator

Topics Researched: N/A

Contact: 330-972-7198, jspiker@uakron.edu

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Mary E. Triage, Ph.D. Professor

Topics Researched: Rhetorical Theories, Rhetorical Criticisms, Feminist Theories and Criticisms, Social Movements

Contact: 330-972-6222, mtriece@uakron.edu

McKenna Vietmeier, M.A. Assistant Professor of Instruction

Topics Researched: N/A

Contact: 330-972-5657, mvietmeier@uakron.edu

Now that you know all the facts about what The University of Akron School of Communication, hopefully you were able to find an aspect of the school that interested you! If you would like to learn any more information, you many look at the School of Communications website or contact The University of Akron.

About The University of Akron School of Communication

The University of Akron School of Communication offer both undergraduate and graduate programs, and specializes in Media Studies, Public Relations, and Strategic and Organizational Communication. The school teaches its students both theoretical concepts and practical skills taught by national recognized faculty members and professionals. The School of Communication is also home to many student organization and clubs such as WZIP radio, Z-TV, The Buchtelite newspaper, PRSSA, forensics, and 2380 film. <https://www.uakron.edu/schlcomm/>

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