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**International Leadership & Training Center**

**Summer Program in Media, Communications and Culture**

**Program Dates: July 9 – July 29, 2023**

# PROGRAM DESCRIPTION

# This program is designed to help Southwest University Media, Communications and Culture students develop improved communication skills, gain cross-cultural experience, and learn about the practice of Media, Journalism and Communications in the United States.

This non-credit program will emphasize the development of practical communication skills and provide cross-cultural experience for students of mass media/communications. The three segments of the program include:

English for Media Professionals – A 12-hour per week course with an emphasis on the speaking and writing skills necessary for professionals in the field of media and journalism. The course will utilize content and situations common to media professions and help students develop more effective communication skills in a second language.

Training Workshops / Technical Visits – The program will include a series of training workshops, class observation sessions, and site visits on the following topics led by a team of instructors with professional experience in media, journalism and communications:

* Introduction to American Business Culture
* Role of Mass Media in Society
* International Trends in Media/Communications
* Understanding the Broadcast Industry (including visits to radio and television stations)
* Understanding the Print and Digital Media Industry (including visits to newspaper, magazine and online media companies)

Intercultural Experiences – Entertainment and cultural activities in Springfield will include outdoor recreation, sporting events, arts and music. Campus activities at MSU will feature in intercultural activities and events and include use of MSU recreation center. A day-trip to nearby national tourist destination Branson, Missouri (outlet mall shopping/entertainment) and an overnight trip to one of the metropolitan areas of Missouri (Kansas City or St. Louis) is included.