

Subject: Mission Statement
Policy Number: M30
Date: April 25, 2003
Reviewed: December 15, 2008

POLICY: The School shall have a mission statement that reflects its goals and objectives.

PROCEDURE:

The Mission of the School shall reflect the following statement approved by the faculty with review at least every three years.

**Mission
School of Journalism and Mass Communications
University of South Carolina**

The mission of the School of Journalism and Mass Communications is to improve and strengthen the societal roles of the professions of journalism and mass communications by:

- *providing undergraduate instruction within a liberal arts context that leads to a bachelor's degree in journalism and mass communications and prepares students for an increasingly multinational, multicultural professional work environment.

- *providing graduate instruction, leading to the master's and Ph.D. degrees, that prepares students for leadership and management roles in the journalism and mass communications professions and in the professorate.

- *educating students, both majors and those in disciplines outside the School about the roles and functions of the mass media and of mass communications industries so that they can be informed consumers of information.

- *adding to the body of knowledge for the professions and for the general public through research, scholarship and creative professional activity.

- *providing service to journalism instruction at the middle and high school levels in South Carolina and the Southeast, and to journalism and mass communications professions in South Carolina and at the regional, national and international levels through such activities as continuing education programs, workshops and constructive commentary on current media, advertising and public relations practices.

Reaffirmed by the faculty 1998, 2004