WINTHROP UNIVERSITY | *Department of Mass Communication*

Contact: Morgan Evans
Study Abroad Marketing Coordinator
864-553-6475
evansm28@winthrop.edu

Spokesperson: Bonnye Stuart
Study Abroad Advisor
803-323-4537
stuartb@winthrop.edu

For Immediate Release

Mass Communication Introduces New Program in Spain
MCOM announces sixth study abroad partner school

The Department of Mass Communication at Winthrop University is adding a new partner school in Seville, Spain. Students who study abroad now have the option to study at Centro Universitario EUSA during the fall or spring semester where they can take classes in their majors.

Students in mass communication can also study in Norway, Sweden, Ireland, England and Australia. Each partner program is unique and is included in the study plans created by the department. Centro has been added to appeal to students who speak Spanish or have a desire to immerse themselves in this culture.

According to "More is Better," a study by Mary Dwyer, Ph.D., the longer a student studies abroad, the more likely they are to experience growth in their academics, cultural development and personal growth. MCOM students who study abroad have the opportunity to understand different cultures. Student who study at Centro in Seville can experience the Spanish culture while living with host families.

The MCOM study abroad programs allow students to pay the same tuition they pay at Winthrop University; however, they are required to pay the fees for the school's application, books, airfare and any additional funds they might require. Students must also obtain the proper student visa for the country where they are studying.

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Like the department's other programs, Centro has a minimum GPA requirement of 2.5. Students can take a wide variety of courses, including Spanish, international marketing, media production, multi-media journalism and advertising.

Students interested in studying abroad can contact the International Center or the study abroad advisor for the mass communication department.

Summary of the New Program in Spain

- The Department of Mass Communication at Winthrop University adds new partner program in Seville, Spain at Centro Universitario EUSA
- Centro offers classes in Spanish, international marketing, media production, multi-media journalism and advertising
- Students who study at Centro will live with a host family
- Students pay the same tuition they pay to Winthrop University
- To get more information about studying abroad, students can contact the International Center or the study abroad advisor for the mass communication department

Winthrop University's mass communication department introduces a new study abroad program at Centro Universitario in Seville, Spain. This program will allow students to immerse themselves in the Spanish culture through their studies and time with a host family, while paying the same tuition they pay at Winthrop. "My experience [abroad] was such a learning experience; I learned a lot about myself and how our culture is different from other," said Shealy Long, senior Integrated Marketing Communication major.

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More information about MCOM study abroad at
https://www.winthrop.edu/cas/masscomm/default.aspx?id=28279

Approved quotes:

- Samantha Czapp, junior Integrated Marketing Communication major: "I never thought I would've had time to study abroad before graduating, but by planning ahead I did!"
- Shealy Long, senior Integrated Marketing Communication major: "My experience abroad was such a learning experience; I learned a lot about myself and how our culture is different from others."
- Shealy Long, senior Integrated Marketing Communication major: "With the ever-evolving world, studying abroad is the best way to become a global citizen. You learn to explore, engage, and become a critical thinker of cultures close and far."

Upon request: More information about the mass communication department's study abroad programs and the research study online that Mary Dwyer, Ph.D. conducted with the Institute for the International Education of Students (IES).

The Department of Mass Communication at Winthrop University is an accredited program officially established in 1962. Winthrop University is located in Rock Hill, South Carolina.

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Audience Analysis of the Johnsonian

- Demographics: audience could include Winthrop students, alumni, faculty, staff, and Rock Hill's community members, but is likely more focused toward students, faculty, and staff. Age could probably range from 18-70, but Winthrop's undergraduate students like range from 18-22. Likely that all readers have a high school education. Could be of any gender.
- Geographics: since it is a campus publication, most readers are probably within York county, specifically the Rock Hill area. Many are probably located on Winthrop's campus.
- Psychographics: students probably spend their time in class or with friends, are focused on school, graduating, finances, and socializing. Faculty, staff, alumni and community members are focused on their careers and families.
- Sociographics: students probably spend their time in class, on campus, traveling home, or with friends; school is a huge part of their life. Faculty, staff, community members, and alumni probably share lifestyles revolving around their jobs, families, and their success.
- User graphics: audience members will absorb the provided information about the short-term study abroad trip in Spain. Faculty, staff, community members, and alumni will hopefully share the information with students. Students will hopefully have an increased interest and inquire further about the trip.

Audience Analysis of TA

- Demographics: we are targeting students in the MCOM department. High school educated. Probably between the ages of 18-22. Could be any gender.
- Geographics: located in York county, specifically Rock Hill if they live on campus. Most probably live on campus
- Psychographics: likely spend most of their time in class, doing homework, or with friends. Focused on school, graduating, finances, and socializing.
- Sociographics: likely spend most of their time in class, on campus, traveling home, or with friends. School is probably one of their top priorities.
- User graphics: students who read the article will have an increased interest in the short-term study abroad program and will hopefully inquire further.

TIPCUPS Analysis for Hard News Release

- Timeliness: this is a new program for the MCOM department. Students can study abroad during a semester of their choosing
- Interest: appeal to students who want to/are interested in study abroad
- Prominence: the Seville program is new to the department!
- Conflict: students might be worried about cost, graduating on time, and not speaking a foreign language (key messages)
- Unusualness: students have to travel to Miami to obtain their student visa to study in Seville
- Proximity: (key messages) appeal to how easy and affordable Winthrop makes studying abroad
- Significance: while students might know what studying abroad is, the opportunities that Winthrop offers and benefits might be unknown to them. Students should feel encouraged to inquire about study abroad, especially at the new Seville program