



# Mizzou Advantage

University of Missouri

## Media of the Future

Media of the Future draws on the School of Journalism's century of international leadership in media research and hands-on training, along with other campus strengths in digital technologies, business, public policy, graphic design and writing.

Examples of MU's Media of the Future assets are:

### Applied Research Centers

- Center for Advanced Social Research focuses on survey research.
- Health Communication Research Center fosters research to improve communication between the health care community and the public.
- Psychological Research on Information and Media Effects (PRIME) Lab studies how individuals mentally process media content. It is a neuromarketing based lab equipped to evaluate the psychological effectiveness of persuasive/informative media content, delivered over multiple technological platforms.
- YAYA® (Youth and Young Adult) Research specializes in the 18-24 age group.

### Consultation and Training

- RJI Apple Authorized Training Center hands-on classes and Apple Certification exams
- Qualitative and quantitative research and design
- Media training, including on-camera performance
- Web training
- Establishing social media in professional settings

### Student Workforce

- Mojo Ad, a student-staffed, full-service advertising agency, focuses on products and services geared toward the youth and young adult (18-24) market.
- AdZou, part of the strategic communication capstone program, provides full-service advertising services to regional clients.

Faculty experts in a variety of areas, including:

- Advertising
- Business journalism
- Editing
- Freedom of Information
- Gender Issues
- Health journalism
- International
- Internet
- Magazines
- Multimedia journalism
- News
- Photojournalism
- Politics
- Privacy
- Public relations
- Radio and television
- Religion
- Reporting
- Sports
- Visual communication

Additionally, the Missouri School of Journalism has close ties to the industries it serves. Working journalists benefit from special facilities and professional organizations housed at the school.

- The Center for the Study of Conflict Law and the Media, in collaboration with the MU School of Law, provides insights into law as well as conflict and dispute resolution, particularly in terms of media coverage.
- The Center for the Digital Globe focuses on interdisciplinary research, teaching and service to Missouri businesses.
- The Center for Excellence in Health Care Journalism is aimed at ensuring journalists are properly trained to cover news events, trends and issues in all aspects of health care journalism.
- The Center on Religion and the Professions works to improve religious literacy among professionals, including journalists.
- The National Institute of Computer-Assisted Reporting instructs working journalists and students in how to tap databases of governments and other institutions for important stories.
- The National Newspaper Association serves as the nation's most important trade association for the growing community newspaper industry.



To learn more, visit [MizzouAdvantage.missouri.edu](http://MizzouAdvantage.missouri.edu) or contact Facilitator Charles Davis at [daviscn@missouri.edu](mailto:daviscn@missouri.edu).