



# MASTER OF ARTS IN GLOBAL COMMUNICATION

## ► OVERVIEW

As the world has become increasingly interconnected, American and international policymakers have rediscovered the crucial importance of communicating with foreign publics, understanding international media and public opinion, and finding new and better ways to exercise “Smart Power” abroad. Offered jointly by GW’s Elliott School of International Affairs and the Columbian College of Arts and Sciences’ School of Media and Public Affairs (SMPA), the M.A. in Global Communication helps students understand the complex global information environment; its implications for governance, security, and business; and how to communicate effectively to global audiences.

## ► IS THIS PROGRAM FOR YOU?

The Global Communication program is ideal for those seeking to navigate the global information environment. The program is particularly attractive to students interested in, among other things: learning how to design effective advocacy and information campaigns around issues ranging from public health to national security; understanding the intersection between media, foreign affairs, and public opinion; and those interested in careers in public diplomacy and other forms of advocacy communication.

Our graduates find employment in careers ranging from international consulting to international NGOs to the Foreign Service.

## ► CURRICULUM

Global Communication students take a rigorous academic program that prepares them both intellectually and professionally for careers in the public, private, and non-profit sectors. A core curriculum focuses on strategic communication, international politics, international economics, and research methods. Required skills courses on topics such as developing communication strategies, cross-cultural communication, public speaking, and editing prepare students for global communication careers. Students also choose one of twelve specializations to build expertise on a major world region or global issue. In the final year, a capstone project tests students’ ability to address a real-world problem as they partner with an international organization to implement a communications strategy using the skills and knowledge acquired during their course of study.



## ▶ INSTITUTE FOR PUBLIC DIPLOMACY AND GLOBAL COMMUNICATION

The Global Communication program is supported by GW's Institute for Public Diplomacy and Global Communication (IPDGC). The institute engages in a variety of activities, including sponsoring major conferences, panel discussions, research talks, and workshops; hosting leading scholars and policymakers; and offering training for NGOs, embassies, and others. IPDGC is a leader in research, practice, training, and innovative thinking in the areas of global communication and public diplomacy. Although IPDGC's interests include a wide array of issues related to the study and practice of global communication and public diplomacy, it has five core areas of focus:

- New Media, Security, and Public Diplomacy
- The Role of Women and Gender in Security, Communication, and Diplomacy
- 21st Century U.S. Foreign Policy Priorities, such as China, Iran, and Africa
- "Whole of Government" interagency challenges, especially in the areas of Public Diplomacy and Strategic Communication
- Global Perspectives and Approaches to Public Diplomacy

## ▶ INTERNATIONAL EDUCATION

Global Communication students may earn up to 10 transfer credits toward their core field, major field, or electives while studying at one of the Elliott School's elite partner schools in Germany, Russia, China, Egypt, France, and elsewhere. Additional partnerships are under consideration.



## ▶ ABOUT THE ELLIOTT SCHOOL

The George Washington University's Elliott School of International Affairs is one of the world's leading schools of international affairs and the largest school of international affairs in the United States. Located in the heart of Washington, DC, its mission is to educate the next generation of international leaders, conduct research that advances understanding of important global issues, and engage the policy community in the United States and around the world. In the January/February 2012 issue of *Foreign Policy*, the Elliott School's undergraduate and master's programs were ranked among the top ten international affairs programs in the United States by the Teaching, Research, and International Policy (TRIP) survey.

[elliott.gwu.edu/gc.html](http://elliott.gwu.edu/gc.html)

# Elliott School of International Affairs

THE GEORGE WASHINGTON UNIVERSITY

The George Washington University  
1957 E Street, NW, Suite 301  
Washington, DC 20052  
[www.elliott.gwu.edu](http://www.elliott.gwu.edu)  
[esiagrad@gwu.edu](mailto:esiagrad@gwu.edu)  
202-994-7050