

# COLLEGE OF LIBERAL ARTS AND SOCIAL SCIENCES

## Communication

Professor: [Phyllis Scrocco Zrzavy](#)

Associate Professors: [Paul Bush](#), [Richard Roth](#)

Lecturers: [Martin Roberts](#), [Deborah Scranton](#)

**A Bachelor of Arts degree is offered in Communication to traditional students.**

**A minor is offered in Communication.**

In conjunction with other departments, it also provides coursework leading to interdisciplinary Public Relations , Sports Media, and Advertising minors and the Women in Leadership Certificate.

### **The goals of the Communication Department are:**

1. Create messages and acquire skills in media production appropriate to the audience, purpose, and context.
2. Create messages and acquire skills in journalistic writing appropriate to the audience, purpose and context.
3. Demonstrate knowledge of theories and methods to critically analyze media messages.
4. Demonstrate knowledge and skills related to career preparation in the field of Communication.

The mission of the Communication Department is to develop students' professional competence in various aspects of modern professional communication, including journalism and digital media production. The curriculum also serves those who, upon graduation, want to pursue graduate-level study in the fields of communication, media studies, and related areas of academic inquiry.

The department core emphasizes coursework in writing (journalism), and digital video (media production), while also providing an understanding of how communication and media affect identity and culture (media studies). It also provides instruction in legal and ethical issues affecting information and the media, and culminates in a Capstone in Communication that provides preparation for transition to a career or graduate study, and focuses on a culminating project.

### **Two areas of concentration afford students the opportunity to receive specialized training:**

- The Journalism and Media Production concentration uses best professional practices to provide authentic learning experiences that prepare students for success in the working world. Working collaboratively on a variety of projects, from numerous genres, students create media messages for print, online, and broadcast media outlets.
- The Media Studies concentration is designed to increase understanding of the relationship between media and culture. It focuses on the close reading of media texts, on culturally informed critiques of media content, processes and contexts, and on raising societal awareness of the growing impact of media on individuals, diverse communities and the world.

## Program Courses

In addition to all graduation requirements, the following courses must be completed successfully to fulfill the major requirements:

### **Major Core (33 credits)**

COMM110 Journalism I  
 COMM120 Introduction to Media Production  
 COMM130 Introduction to Media Studies  
 COMM200 Rhetoric & Society  
 COMM210 Journalism II  
 COMM230 Interpersonal Communication  
 COMM310 Convergent Journalism  
 COMM330 Media Criticism  
 COMM400 Capstone in Communication  
 COMM\_\_ Elective  
 COMM\_\_ Elective

### **Choose a Concentration (9 credits):**

**1. Journalism & Media Production**

Choose at least three courses (at least two courses at 300-level and above):

COMM211 Broadcast Journalism I  
 COMM214 Science Reporting  
 COMM215 Sports Reporting  
 COMM221 Multi-Camera Production  
 COMM311 Broadcast Journalism II  
 COMM315 Television News Producing  
 COMM316 Feature Writing  
 COMM321 Single-Camera Production  
 COMM324 Audio Production  
 COMM410 Advanced Journalism  
 COMM420 Advanced Media Production  
 COMM202/302/402 Internship in Communication

**2. Media Studies**

Choose at least three courses (at least two courses at 300-level and above):

COMM231 Diversity and Media  
 COMM232 Understanding Film  
 COMM234 Film Genres  
 COMM235 Intercultural Communication  
 COMM333 Media and Culture  
 COMM334 Media Theory  
 COMM336 Gender and Media Representation  
 COMM337 Children and the Media  
 COMM345 American Political Culture and Media  
 COMM430 Advanced Media Studies Seminar  
 COMM202/302/402 Internship in Communication

**Minor Requirements****I. Communication Minor Core (9 credits)**

COMM110 Journalism I  
 COMM120 Introduction to Media Production  
 COMM130 Introduction to Media Studies

**II. Electives (9 credits)**

Students minoring in Communication must also complete at least two additional Communication courses at the 200-level or above, and at least one additional course at the 300-level or above.

<b>First Year</b>					
<i>Fall Semester</i>		<i>Credits</i>	<i>Spring Semester</i>		<i>Credits</i>
COMM120	Introduction to Media Production	3	COMM110	Journalism I	3
COMM130	Introduction to Media Studies	3	COMM200	Rhetoric & Society	3
GLE101	First-Year Inquiry Seminar	3	_____	GLE Mathematics	3
GLE110	First-Year Composition	3	_____	GLE Elective	3
_____	GLE Elective	3	_____	GLE Elective	3
	Total	15		Total	15
<b>Second Year</b>					

<i>Fall Semester</i>		<i>Credits</i>	<i>Spring Semester</i>		<i>Credits</i>
COMM210	Journalism II	3	GLE230	Second-Year Composition	3
COMM____	Comm. Elective	3	COMM230	Interpersonal Communication	3
COMM____	Comm. Elective	3	_____	GLE Lab Science II	4
_____	GLE Lab Science I	4	_____	GLE Elective	3
_____	GLE Elective	3	_____	Elective	3
	Total	16		Total	16

**Third Year**

<i>Fall Semester</i>		<i>Credits</i>	<i>Spring Semester</i>		<i>Credits</i>
COMM310 <b>or</b> COMM330	Convergent Journalism <b>or</b> Media Criticism	3	COMM310 <b>or</b> COMM330	Convergent Journalism <b>or</b> Media Criticism	3
_____	Area of Concentration Elective	3	_____	Area of Concentration Elective	3
_____	GLE Elective	3	_____	Elective*	3
_____	Elective	3	_____	Elective	3
_____	Elective	3	_____	Elective	3
	Total	15		Total	15

**Fourth Year**

<i>Fall Semester</i>		<i>Credits</i>	<i>Spring Semester</i>		<i>Credits</i>
_____	Elective*	3	COMM400	Capstone in Communication	3
_____	Elective	3	_____	Area of Concentration Elective	3
_____	Elective	3	_____	Elective	3
_____	Elective	3	_____	Elective	3
_____	Elective	3	_____	Elective	3
	Total	15		Total	15
				<b>Total Credits</b>	<b>122</b>