

COLLEGE OF LIBERAL ARTS AND SOCIAL SCIENCES

Communication

Professor: **Phyllis Scrocco Zrzavy**

Associate Professors: **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. Demonstrate knowledge of theories and methods to critically analyze media messages.
3. 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 broadcast 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 critical thinking, and digital video production skills, while also providing an understanding of how communication and media affect identity and culture. It also offers instruction in skills and knowledge in the human communication contexts of public speaking, interpersonal communication, and intercultural communication. The major culminates in a Capstone in Communication project course which provides preparation for transition to a career or graduate study.

Major Requirements

In addition to all graduation requirements, the following courses must be completed successfully to fulfill the major requirements: {27 credits)

Major Core

COMM 100 Communication, Media, and Society

COMM120 Introduction to Media Production

COMM130 Introduction to Media Studies

COMM200 Rhetoric & Society

COMM230 Interpersonal Communication

COMM231 Diversity and Media **OR** COMM 235 Intercultural Communication

COMM 240 Public Speaking

COMM330 Media Criticism

COMM400/SPME Capstone in Communication

Elective Courses (15 Credits):

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

COMM110 Journalism I

COMM211 Broadcast Journalism

COMM 215 Sports Reporting

COMM221 Multi-Camera Production

COMM231 Diversity and Media (if not chosen as Core)

COMM232 Understanding Film

COMM234 Film Genres

COMM235 Intercultural Communication (if not chosen as Core)

COMM311 Broadcast Journalism II

COMM321 Single-Camera Production

COMM324 Audio Production
 COMM333 Media and Culture
 COMM334 Media Theory
 COMM336 Gender and Media Representation
 COMM337 Children and the Media
 COMM345 American Political Culture and Media
 COMM420 Advanced Media Production
 COMM430 Advanced Media Studies Seminar
 COMM202/302/402 Internship in Communication

Minor Requirements

Communication Minor Core (9 credits)

COMM 100 Communication, Media, and Society
 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.

Recommended Curriculum Guide - Communication

First Year					
Fall Semester		Credits	Spring Semester		Credits
COMM120	Introduction to Media Production	3	COMM200	Rhetoric & Society	3
COMM130	Intro to Media Studies	3	COMM240	Public Speaking	3
COMM100	Media and Society	3	---	GLE Mathematics	3
GLE101	First-Year Inquiry Seminar	3	---	GLE Elective	3
GLE110	First-Year Composition	3	---	GLE Elective	3
---	GLE Elective	3			
	Total	15		Total	15

Second Year					
Fall Semester		Credits	Spring Semester		Credits
COMM210	Journalism II	3	GLE230	Second-Year Composition	3

COMM____	Comm. Elective	3	COMM230	Interpersonal Communication	3
COMM231 or COMM235	Diversity and Media OR Intercultural Communication	3		GLE Lab Science II	4
COMM	Comm. Elective	3		GLE Elective	3
	GLE Lab Science I	4		Elective	3
	GLE Elective	3			
	Total	16		Total	16

Third Year

<i>Fall Semester</i>		<i>Credits</i>	<i>Spring Semester</i>		<i>Credits</i>
COMM310 OR COMM330	Convergent Journalism or Media Criticism	3	COMM310 Q! COMM330	Convergent Journalism <u>or</u> 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
				Total Credits	122
