Program in Communication Studies
The Department of Communication Studies, Dance & Theatre offers a Bachelor of Arts major in Communication Studies. The department also offers a minor in Public Relations and Advertising.

Major Requirements (33 Hours)

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 103</td>
<td>Introduction to Communication (with a grade of B- or above)</td>
<td>3</td>
</tr>
<tr>
<td>COMM 210</td>
<td>Mass Media and Society</td>
<td>3</td>
</tr>
<tr>
<td>COMM 330</td>
<td>Critical Issues in Mass Communication</td>
<td>3</td>
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</tbody>
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**Senior Comprehensive Sequence**

Select one of the following: 6

- COMM 385 Research in Communication
- & COMM 496 Seminar in Advanced Research Methods
- COMM 302 History and Criticism of Public Address
- & COMM 495 Seminar in Rhetoric and Criticism

Select two of the following: 6

- COMM 200 Interpersonal Communication
- COMM 307 Organizational Communication
- COMM 350 Intercultural Communication
- COMM 369 Public Communication

Select two of the following: 6

- COMM 202 Introduction to Rhetoric Through Pop Culture
- COMM 308 Persuasion
- COMM 312 Argumentation

Select two of the following: 2-6

- COMM 200 Interpersonal Communication
- COMM 202 Introduction to Rhetoric Through Pop Culture
- COMM 203 Small Group Communication
- COMM 204 Social Media
- COMM 255 Magazine Writing
- COMM 257 Journalism
- COMM 260 Digital Video Production
- COMM 266 Introduction to New Media
- COMM 290 Special Topics
- COMM 302 History and Criticism of Public Address
- COMM 303 Advertising in Consumer Society
- COMM 304 Public Relations
- COMM 307 Organizational Communication
- COMM 308 Persuasion
- COMM 312 Argumentation
- COMM 350 Intercultural Communication
- COMM 360 Oral Interpretation
- COMM 369 Public Communication
- COMM 370 Political Communication
- COMM 383 Art and Entertainment Law

**Total Credits** 29-33

Advanced Writing Proficiency
Students complete this requirement by submitting a portfolio of writing samples from three categories that correspond to the curriculum requirement. The portfolio consists of papers prepared for courses in the major in Communication Studies. The portfolio is submitted for review in the spring of the senior year.

Senior Comprehensive
Students may complete the Senior Comprehensive in one of two sequences of courses reflecting the main intellectual traditions of the communication discipline

1. research methods (COMM 385 Research in Communication, COMM 496 Seminar in Advanced Research Methods), which explores social-scientific and qualitative methods of inquiry, or
2. rhetorical criticism (COMM 302 History and Criticism of Public Address, COMM 495 Seminar in Rhetoric and Criticism), focusing on the critical analysis of all types of public communication.

The first course in either sequence must be taken in the spring of the Junior year, the second in the fall of the Senior year.

Student Learning Outcomes
- Students will be able to identify and explain various communication theories and apply them to understand texts, events, relationships, messages, or settings.
- Students will be able to explain how communication and media institutions shape selected dimensions of social life (politics, law, ethics, gender, or culture).
- Students will be able to communicate clearly and ethically in a variety of contexts and formats (written, visual, oral, and mediated).

Faculty/Professional Specialists
S. Baxter, C. Fitzpatrick, H. Ho, M. Kramer, T. Russ