

COMMUNICATION MAJOR WITH A MEDIA STUDIES CONCENTRATION

The *Communication Major with a Media Studies concentration* helps students engage and contribute to the media environment—the world of symbols and meanings, texts and contexts, form and content—from a critical and cultural perspective. Coursework is divided between theory and practice, with an emphasis on how theory informs and shapes practice and on how medium shapes message.

Requirements

Requirements for the major are 32 hours: 14 hours in the Communication Core, 16 hours in a Concentration, and 2 elective hours of any Communication course. The Core consists of 4 courses in performance, theory, research, and a senior capstone (in which each student submits a portfolio and has a senior assessment interview). These four core courses should be completed in sequence.

To complement core courses, students select a concentration in Interpersonal Communication, Media Studies, Rhetoric and Culture, or Theater. Within each concentration, there are requirements and electives with course work progressing from introductory to advanced levels of study.

General Education Requirement. The following courses fulfill the oral communication competency requirement:

Code	Title	Credits
COMM 101	Public Speaking	2
COMM 201	Fundamentals of Oral Communication (Communication majors and minors only)	4
COMM 252	Argumentation and Debate	4

This requirement should be completed by the end of the sophomore year.

Code	Title	Credits
Communication Core		14
COMM 201	Fundamentals of Oral Communication	4
COMM 301	Communication Theory ¹	4
COMM 312	Communication Criticism ²	4
COMM 494	Senior Seminar	2
Concentration Courses (Required and Elective)		16
Required Concentration Courses		
COMM 241	Media Studies	4
COMM 246	Media Production (ARTS 241 may be taken as substitution.)	4
Elective Concentration Courses		
Select 8 credits of the following: ³		8
COMM 215	Journalism	
COMM 243	Digital Society	
COMM 261	Strategic Communication	
COMM 343	Screenwriting	
COMM 344	Visual Symbolism: Icons, Brands, Logos	
COMM 345	Narrative Media	

COMM 441	Media, Religion, and Culture
COMM 444	Special Topics in Media and Culture
COMM 445	Media Constructions
COMM 496	Internship
CORE 327	AIS: Propaganda and Image in Everyday Life ⁴

Communication Elective

Select two or more credits of any offered COMM course	2
Total Credits	32

¹ COMM 302 Rhetorical Theory is an acceptable substitution.

² COMM 311 Human Communication Research is an acceptable substitution.

³ At least one of the elective courses must be upper-division.

⁴ College policy states that students shall not be allowed to take more than one AIS course.