

# Communication Major

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## About

Communication shapes who we are, both individually and socially. We in the Communication Department believe our future depends upon our communication with one another. The study of Communication in the liberal arts tradition focuses on the understanding and use of symbols that create meaning in multiple communicative contexts—global and local, personal and professional, in-person and mediated. The discipline of Communication is grounded in ancient rhetorical traditions and is influenced by contemporary intellectual, artistic and technological developments. Our program integrates theory and practice, so that skills-based courses build upon communication principles, concepts, insights, and research techniques. Our mission, then, is to produce well-rounded communicators who will speak eloquently and listen actively; think critically, creatively, and ethically; and write clearly and strategically. Our graduates are placed in top graduate programs and law schools, as well as prepared to build careers in industries from public relations and marketing to media production and print/broadcast/digital journalism. Whether in corporate or nonprofit careers, serving their communities, or engaged in further academic study, our graduates illustrate that students of Communication are uniquely equipped to make a difference locally and globally, in their lives and in the lives of others.

**Program:** [Communication](#)

**Type:** Bachelor of Arts

# MAJOR (36 credits)

To Declare the Major: Enrollment in COM 1000 and COM 1100.

## *Concentrations:*

Students may choose either to design their own major concentration or will choose one (or more) of the following concentrations:

- Public Relations & Advertising
- Journalism
- Organizational Communication
- Media Studies
- Media Production
- Rhetorical Studies
- Performance Studies
- Interpersonal & Intercultural Communication.

With or without a concentration, students must cover three different areas in their six 3000-level courses. A complete listing of concentration requirements and courses is available on the departmental Web page or in the departmental office. Some concentrations require Communication majors to complete internships, which, if completed for credit, will be used to satisfy free electives for the College of Liberal Arts and Sciences.

## *Program Notes:*

- Only two courses may be transferred to count towards the COM major.
- Students who plan to study abroad should take COM 1000, 1100, and at least one 2000-level course before going abroad.
- Students must complete COM 4001 or COM 4002 before taking the Capstone course.

## Required Major Courses:

| <b>Item #</b> | <b>Title</b>  | <b>Credits</b> |
|---------------|---|----------------|
| COM 1000      | Surv of Communication Studies                         | 3              |
| COM 1100      | Public Speaking                                       | 3              |
|               | Theories Electives                                    | 6              |
|               | Advanced Communication Topics Electives               | 18             |
|               | Qualitative or Quantitative Research in Communication | 3              |
|               | Capstone Course                                       | 3              |

## Category Descriptions

### Theories Electives

Credits: 6

Theories Electives (6 cr) – Select 2 Classes from COM 2200:2440.

| <b>Item #</b> | <b>Title</b>                   | <b>Credits</b> |
|---------------|--------------------------------|----------------|
| COM 2200      | Theories of Rhetoric           | 3              |
| COM 2240      | Theories of Perform Studies    | 3              |
| COM 2280      | Theories of Persuasion         | 3              |
| COM 2300      | Theories of Mass Communication | 3              |
| COM 2340      | Theories of Visual Com & Cultu | 3              |
| COM 2400      | Theories of Interpersonal Com  | 3              |
| COM 2440      | Theories of Organizational Com | 3              |

## Advanced Communication Topics Electives

Credits: 18

Advanced Communication Topics Electives (18 cr) - Select 6 Classes from: COM 3000:3999.

## Qualitative or Quantitative Research in Communication

Credits: 3

Qualitative or Quantitative Research in Communication (3 cr) - Select 1 Class.

- Students must complete this prior to taking the Capstone.

| <b>Item #</b> | <b>Title</b>                 | <b>Credits</b> |
|---------------|------------------------------|----------------|
| COM 4001      | Qualitative Research in COM  | 3              |
| COM 4002      | Quantitative Research in COM | 3              |

## Capstone Course

Credits: 3

Choose one Capstone course (taken during senior year). COM 3464 is an inactive course that also satisfies this requirement.

| <b>Item #</b> | <b>Title</b>               | <b>Credits</b> |
|---------------|----------------------------|----------------|
| COM 5050      | Senior Project             | 3              |
| COM 5464      | Public Relations Campaigns | 3              |