

# COMMUNICATION, B.A.

Communication, which is predominantly mediated by technology, is foundational to all forms of human interaction. From successfully developing interpersonal relationships to skillfully managing an organization to critically understanding the world around us, strong verbal and written communication skills are an absolute must.

We have curated an undergraduate program – focused on critical analysis and experiential learning – that is designed to provide students a space in which to strengthen their communication skills in a variety of ways, from public speaking to media production.

Ultimately, our major is grounded in an interdisciplinary fusion of communication theory and media studies and will properly prepare students to thrive in our continuously evolving, media-centered society – academically, personally, and professionally.

## Lambda Pi Eta

To become a member of the Omega Nu Chapter of Lambda Pi Eta (LPH), the National Communication Association's Honors Society, students must have completed at least 60 credits (with 12 or more credits in CM), while maintaining a minimum 3.25 GPA for all CM-specific courses, as well as a minimum overall cumulative GPA of 3.0 for all non-CM coursework.

## Learning Outcomes

Upon successful completion of the program of studies for Communication, the student will receive B.A. in Communication and will have given evidence of the following outcomes and goals.

- Develop strong verbal and non-verbal communication skills through oral presentations.
- Conduct academic research to further develop critical/creative thinking skills.
- Identify, analyze, evaluate, and/or produce media content.
- Understand the ethical, theoretical, and practical implications in the creation, distribution and/or consumption of media.
- Gain specialized knowledge and skills in one or more of the following areas: Journalism and Public Relations or Media and Visual Studies.

## Requirements

To earn this degree, students must successfully complete at least 120 credits, including General Education (<http://catalog.georgian.edu/undergraduate/academic-programs/bridge-general-education-program-requirements/>) requirements and the major requirements below.

To remain in good academic standing, students must maintain a minimum cumulative grade point average in the major of at least 2.5 or higher, which is also the requirement for graduation.

## Major Sequence

Includes 27 credits from the required core courses and a total of 15 credits from the student's chosen concentration area of Journalism & Public Relations or Media & Visual Studies:

Code	Title	Credits
<b>Core Courses</b>		
CM100	Fundamentals of Communication	3.0

CM101	Introduction to Mass Communication	3.0
CM105	Public Speaking	3.0
CM217	Media Production <sup>1</sup>	3.0
CM305	Media Law & Ethics	3.0
CM310	Interpersonal Communication	3.0
CM401	Communication Theory	3.0
CM404	Communication Research	3.0
CM405	Communication Internship	3.0

### Concentration

Select one concentration:	15.0
Journalism & Public Relations	
Media & Visual Studies	

**Total Credits** 42.0

<sup>1</sup> Communication majors may not use CM217 to fulfill the Visual & Performing Arts General Education category.

## Concentration

Students must complete 15 credits total from one chosen concentration area.

### Journalism & Public relations

Code	Title	Credits
<b>Requirements</b>		
Select 15 credits from the following:		15.0
CM/EN207	News Writing & Reporting	
CM/EN208	News Editing	
CM209	Introduction to Public Relations	
CM/EN210	Writing for the Mass Media	
CM/EN230	Writing on the Web	
CM252	Organizational Communication	
CM/EN309	Public Relations Writing	
CM317	Advanced Media Production	
CM350	Special Topics	
<b>Total Credits</b>		<b>15.0</b>

### Media & Visual Studies

Code	Title	Credits
<b>Requirements</b>		
Select 15 credits from the following:		15.0
CM200	Visual Communication	
CM205	Transmedia Storytelling	
CM235	The Art of Film	
CM244	Women in Film	
CM/EN245	Writing About Television	
CM251	Intercultural Communication	
CM302	Mass Media & Social Issues	
CM317	Advanced Media Production	
CM350	Special Topics	
<b>Total Credits</b>		<b>15.0</b>

## Degree Map(s)

Course	Title	Credits
<b>First Year</b>		
<b>Fall Semester</b>		
GEN101	Pathway to the Bridge <sup>1</sup>	2.0
EN111 or EN221	Academic Writing and Research I <sup>1</sup> or Honors Argument: Rhetoric & Research	3.0
CM100	Fundamentals of Communication <sup>2</sup>	3.0
CM101	Introduction to Mass Communication <sup>2</sup>	3.0
CM217	Media Production <sup>2</sup>	3.0
<b>Credits</b>		<b>14.0</b>
<b>Spring Semester</b>		
GEN199	WI:Discovering Self in the Universe <sup>1</sup>	3.0
Scientific Thinking <sup>1</sup>		4.0
CM105	Public Speaking <sup>2</sup>	3.0
CM Concentration <sup>2</sup>		3.0
Elective		3.0
<b>Credits</b>		<b>16.0</b>
<b>Second Year</b>		
<b>Fall Semester</b>		
Creative Thinking or Critical Reading <sup>1</sup>		3.0
Ethics or Religious Studies <sup>1</sup>		3.0
Minor Elective		3.0
CM Concentration <sup>2</sup>		3.0
CM Concentration <sup>2</sup>		3.0
<b>Credits</b>		<b>15.0</b>
<b>Spring Semester</b>		
Creative Thinking or Critical Reading <sup>1</sup>		3.0
Ethics or Religious Studies <sup>1</sup>		3.0
Intercultural <sup>1</sup>		3.0
Minor Elective		3.0
CM Concentration <sup>2</sup>		3.0
<b>Credits</b>		<b>15.0</b>
<b>Third Year</b>		
<b>Fall Semester</b>		
Mathematical Reasoning or Power & Society <sup>1</sup>		3.0
Human Behavior <sup>1</sup>		3.0
CM401	Communication Theory <sup>2</sup>	3.0
CM405	Communication Internship (or Elective) <sup>2</sup>	3.0
CM Concentration <sup>2</sup>		3.0
<b>Credits</b>		<b>15.0</b>
<b>Spring Semester</b>		
Mathematical Reasoning or Power & Society <sup>1</sup>		3.0
CM305 or CM310	Media Law & Ethics <sup>2</sup> or Interpersonal Communication	3.0
CM404	Communication Research (or Elective) <sup>2</sup>	3.0
CM405	Communication Internship (or Minor Elective) <sup>2</sup>	3.0
CM Concentration <sup>2</sup>		3.0
<b>Credits</b>		<b>15.0</b>

### Fourth Year

#### Fall Semester

GEN400	WI:Visioning a Future (or Elective) <sup>1</sup>	3.0
CM401	Communication Theory (or Elective)	3.0
CM405	Communication Internship (or Elective) <sup>2</sup>	3.0
Minor Elective		6.0
<b>Credits</b>		<b>15.0</b>

#### Spring Semester

GEN400	WI:Visioning a Future (or Elective)	3.0
CM305 or CM310	Media Law & Ethics <sup>2</sup> or Interpersonal Communication	3.0
CM404	Communication Research (or Elective) <sup>2</sup>	3.0
CM405	Communication Internship (or Elective) <sup>2</sup>	3.0
Minor Elective		3.0
<b>Credits</b>		<b>15.0</b>
<b>Total Credits</b>		<b>120.0</b>

<sup>1</sup> General Education

<sup>2</sup> Major