

# Communication Program

## Purpose Statement

The Communication program aims to develop majors who can communicate in a variety of media with diverse audiences. Students who complete the major in communication can expect to develop

- Confidence and competence in public presentations.
- Effective, productive, and ethical communication skills for building personal and organizational relationships.
- Knowledge about the mass media and how those media affect how we communicate.
- Knowledge of how advertising and publicity messages are used and the ability to craft such messages.
- Skill in using communication technology and in evaluating how technology affects communication.
- The ability to effectively communicate within and across gender and cultures.
- Strategies for effectively managing conflict.
- Competence in constructing and analyzing arguments intended to influence beliefs, attitudes, values, and practices.
- Knowledge of theories that explain interpersonal, organizational, and mass mediated communication, and competence in systematic inquiry, including an understanding of the limitations of conclusions.
- Strategies to collect accurate information through observation, interviews, and research.
- Skill in obtaining still images, audio, and video, and combining these media with text to tell compelling stories.
- Ability to recognize and correct errors in standard written English and in improving the style and structure of written texts.
- Competence in designing, laying out, and publishing content online and in print.

## Communication Major

### Requirements

**G-CM 120** Introduction to Human Communication (3 hours)

**\*G-CM 130** Interpersonal Communication (3 hours)

**CM 135** Journalism (3 hours)

**G-CM 140** Public Speaking (3 hours)

**AR 203** Photography I (2 hours)

**CM 210** Multimedia Storytelling (3 hours)

**\*G-CM 221** Intercultural Communication (3 hours)

**G-MA 221** Elementary Applied Statistics (4 hours)

**G-AR 220** Graphic Design for non-art majors (3 hours)

**CM 240** Gender Communication (3 hours)

**CM 305** Editing (3 hours)

**CM 310** Public Relations (3 hours)

**\*EN 313** Advanced Expository Writing (3 hours)

**CM 315** Journalism Practicum (2 hours)

**CM 325** Conflict Communication (3 hours)

**CM 330** Persuasion (3 hours)

**CM 350** Web-based Design for Effective Comm. (3 hours)

**CM 375** Junior Seminar in Communication (1 hour)

**\*CM 475** Sr. Seminar in Communication (3 hours)

*Total: 54 hours*

### Competency Exam

Students who plan to major in Communication must pass a writing competency exam. This exam will be offered in the spring semester, before pre-enrollment for the fall. Transfer students will take the exam early in their first semester at the college. Students who fail the exam may re-take it after participating in guided study and practice of writing.

## Communication Minor

*A minor in communication consists of*

**G-CM 120** Introduction to Human Communication (3 hours)

**CM 135** Journalism (3 hours)

plus 14 hours from any other courses with a CM prefix. Students may take a maximum of four hours in CM315 practica.