BACHELOR OF ARTS (B.A.)

MAJOR: COMMUNICATION AND EMERGING MEDIA

Excellence in communication contributes to success in all aspects of personal, professional and civic life. Citizens of the 21st century need to understand the communication opportunities, obligations and risks that emerge in an era of cultural diversity and conflict. Leaders, consultants, activists, and indeed all citizens, use communication to affect public opinion, mobilize interest groups, negotiate policy and maintain relations with people within their own and other cultures.

In the last few years, new technologies have changed the way people communicate. The change to date is just the beginning. To fully understand and engage in the practice of communication, the communication scholar and practitioner has to comprehend and appreciate the effect of how soon-to-be-developed technologies will influence and transform communication delivery systems and the evolving media in society.

The academic major in Communication and Emerging Media ties the traditional study of communication to the exploration of newly developing technologies as they are introduced into the media environment. The program promotes the knowledge, analysis and practical application of communication strategies in developing content for traditional, new and emerging media.

UNIVERSITY CORE CURRICULUM REQUIREMENTS		**48 CREDITS**
___ DBR 100	DIALOGUE OF BELIEF & REASON	3
___ DBR 200	DIALOGUE OF BELIEF & REASON	3
___ DJC 100	DIALOGUE OF JUSTICE & CIVIC LIFE	3
___ DJC 200	DIALOGUE OF JUSTICE & CIVIC LIFE	3
___ DSS 100	DIALOGUE OF SELF & SOCIETY	3
___ DSS 200	DIALOGUE OF SELF & SOCIETY	3
___ DQR 100	QUANTITATIVE REASONING	3
___ DQR 200	QUANTITATIVE REASONING	3
___ DQR 300	QUANTITATIVE REASONING	3
___ DQR 400	QUANTITATIVE REASONING	3
___ DSL 100	SCIENTIFIC LITERACY	3
___ DSL 200	SCIENTIFIC LITERACY	3
___ DSL 300	SCIENTIFIC LITERACY	3
___ DSL 400	SCIENTIFIC LITERACY	3
___ JTERM 1	CITIZENSHIP PROJECT	2
___ JTERM 2	LANGUAGE AND CULTURE	2
___ JTERM 3	CAREER PREPARATION	2

CIC CORE REQUIREMENTS		**12 CREDITS**
___ COM 108	MEDIA LITERACY	3
___ COM 202	COMMUNICATION STRATEGIES AND PERFORMANCE	3
___ COM 310	APPLIED MEDIA (ALSO MEETS DSS 300 REQUIREMENT)	3
___ COM 475	SENIOR COMMUNICATION CAPSTONE (ALSO MEETS DJC 400 REQUIREMENT)	3

MAJOR REQUIREMENTS		**33 CREDITS**
___ COM 106	INTERNET MEDIA	3
___ COM 125	INTERPERSONAL COMMUNICATION	3
___ COM 244	DEVELOPMENT OF TECHNOLOGY IN COMMUNICATION	3
___ COM 254	MEDIA AESTHETICS	3
___ COM 305	IMPACT OF DEVELOPING MEDIA ON SOCIETY (ALSO MEETS DSS 300 REQUIREMENT)	3
___ COM 341	PERSUASION AND PROPAGRANDA (ALSO MEETS DJC 300 REQUIREMENT)	3
___ COM 350	COMMUNICATION LAW AND ETHICS (ALSO MEETS DJC 300 REQUIREMENT)	3
___ COM 360	COMMUNICATION THEORIES (ALSO MEETS DBR 300 REQUIREMENT)	3
___ COM 436	GENDER COMMUNICATION (ALSO MEETS DBR 400 REQUIREMENT)	3
___ COM 444	STRATEGIES IN NEW MEDIA USE	3
___ COM 451	INTERCULTURAL COMMUNICATION (ALSO MEETS DSS 400 REQUIREMENT)	3

FREE ELECTIVES	**27 CREDITS**
___ FREE ELECTIVE (300+)	6
___ FREE ELECTIVE	21

TOTAL CREDITS 120

COMMUNICATION AND EMERGING MEDIA (B.A.)
3-YEAR PLAN

Year 1

FALL		SPRING	
Track A	Track B	Track A	Track B
COM 125	COM 106	COM 106	COM 125
COM 108	DSS 100	DJC 100	COM 108
DSS 100	DJC 100	DSL 100	DBR 100
DQR 100	DSL 100	Elective	DQR 100
DBR 100	Elective	Elective	Elective

J-Term 1

Citizenship Project

SUMMER: DJC 200, DQR 200, DSL 200

Year 2

FALL		SPRING	
Track A	Track B	Track A	Track B
COM 244	COM 244	COM 202	COM 202
COM 305	COM 305	COM 254	COM 254
COM 341	COM 341	COM 360	COM 360
DSS 200	DSL 300	DSL 300	DBR 200
DQR 300	Elective	Elective	DSS 200
DBR 200	Elective	Elective	DQR 300

J-Term 2

Language & Culture and Elective

Year 3

FALL	SPRING
COM 310	COM 436
COM 350	COM 475
COM 444	Elective
COM 451	DSL 400
DQR 400	Upper Level Elective
Upper Level Elective	Elective

J-Term 3

Career Preparation

COMMUNICATION AND EMERGING MEDIA (B.A.)
4-YEAR PLAN

Year 1

FALL		SPRING	
Track A	Track B	Track A	Track B
COM 125	COM 106	COM 106	COM 125
COM 108	DSS 100	DJC 100	COM 108
DSS 100	DJC 100	DSL 100	DBR 100
DQR 100	DSL 100	Elective	DQR 100
DBR 100	Elective	Elective	Elective

J-Term 1

Citizenship Project

Year 2

FALL		SPRING	
Track A	Track B	Track A	Track B
COM 244	COM 202	COM 202	COM 254
DBR 200	COM 244	COM 254	DBR 200
DSS 200	DJC 200	DJC 200	DSS 200
DQR 200	DSL 200	DSL 200	DQR 200
Elective	Elective	Elective	Elective

J-Term 2

Language & Culture

Year 3

FALL	SPRING
COM 305	COM 350
COM 310	COM 360
COM 341	DQR 300
DSL 300	Upper Level Elective
Elective	Elective

J-Term 3

Optional

Year 4

FALL	SPRING
COM 444	COM 436
COM 451	COM 475
DQR 400	DSL 400
Upper Level Elective	Elective
Optional Elective	Optional Elective

J-Term 4

Career Preparation