



COMMUNICATION STUDIES

Communication Arts

School of Media and Design

Program Overview

Within a liberal arts curriculum, the goals of the Bachelor of Arts in Communication Arts are to cultivate the student's imagination and creativity through mastery of the technical skills needed to become effective professionals in the field of communication; to create an environment which fosters the exploration of diverse perspectives and encourages students to use their skills and resources to serve their community and society, so that they are prepared to participate confidently, ethically, and competently as concerned and enlightened citizens.

Career Opportunities

Communication professionals aim to educate, to inform, to entertain and to persuade using mass media such as radio, TV, film, Internet, newspapers, magazines, public relations, advertising and other forms of new media. Communication graduates can seek career opportunities in a wide variety of industries to include business, education, not-for-profit agencies and the government. Graduates may also seek opportunities in different branches of communication-journalism, visual arts and design, and performance arts. Former students have become writers, producers, directors, editors, public relations specialists, videographers, filmmakers, broadcast journalists, advertising specialists, event planners, social media specialists, teachers, web specialists, bilingual journalists and convergent media specialists.

Communication Studies

The Communication Studies concentration prepares students for success in and beyond the classroom by emphasizing how cultural, social, and personal experiences are improved through more effective understanding and practice of human communication. Courses focus on presentational effectiveness, interpersonal relationships, communication in small groups and in large organizations, communication across communities, the nature of language and symbols, and the nature of argument and persuasion in political settings and in social movements.

Accelerated Bachelor's to Master's Degree

Students who qualify may participate in an Accelerated Bachelor's to Master's program (ABM). This program enables student to complete an undergraduate and graduate degree in less time (minimum five years). An accelerated program results in a lower cost and a time-saving for students because they are allowed to take up to nine hours of graduate courses in their fourth year as part of the banded tuition. Students must apply for the ABM program in the beginning of their junior year and have the necessary GPA and GRE scores to enter the program.

On-Campus Student Media Practicum

Logos-Campus Newspaper (uiwlogos.org) **UIWtv**- Campus television station (uiwtv.org)
KUIW-Campus Radio Station (kuiw.org)

Scholarships

Aaron A. Rodriguez Journalism Scholarship
Cameron Redus Endowment Scholarship
Student Media Scholarship
Jason W. Curnutt Endowed Scholarship In Communication Arts

Contact

Hank McDonnell, Director, Communication Arts
4301 Broadway, CPO 404 Office: AD 280 San Antonio, Texas 78209
Phone: (210) 283-5042 E-mail: mcdonnell@uiwtx.edu

Website

www.uiw.edu/commarts

**Bachelor of Arts in Communication Arts
Communication Studies
SCHOOL OF MEDIA AND DESIGN
2015-2017**

Freshman Year: Fall	Hrs.
COMM 1311 Public Speaking	3
ENGL 1311 Composition I	3
COMM 1100 Orientation Comm Arts	1
COMM 1301 Introduction to Mass Comm.	3
DWHP 1200 Dimensions of Wellness	2
PE Activity Course	1
COMM 1305 Computer Literacy	3
Total hours	16

Sophomore Year: Fall	Hrs.
Second Language I	3
ENGL 2310 World Literature Studies	3
COMM 2315 Writing for the Media	3
COMM 3371 Persuasion	3
Science with Lab	4
Total hours	16

Junior Year: Fall	Hrs.
RELS or PHIL (3000 or 4000 Level)	3
COMM 4315 Media Ethics	3
General Elective <u>or</u> COMM Arts Elective	3
COMM Arts Elective	3
COMM Arts Elective	3
Total hours	15

Senior Year: Fall	Hrs.
ENGL 3000 <u>or</u> 4000 Level	3
COMM 3330 Impact of Media on Society	3
COMM 4332 Law and the Media	3
COMM 3391 Nonverbal Communication	3
General Elective <u>or</u> COMM Arts Elective	3
Total hours	15

Freshman Year: Spring	Hrs.
ENGL 1312 Composition II	3
Social Science Core Course	3
Fine Art Core Course	3
PHIL 1381 Introduction to Philosophy	3
RELS 1305, 1315, 1325, 1335	3
Total hours	15

Sophomore Year: Spring	Hrs.
Second Language II	3
COMM 2321 Voice and Diction	3
ENGL 2365 Prof & Tech Communications	3
HIST 1311, 1312, 1321, 1322	3
MATH 1304 <u>or</u> 1306 <u>or</u> higher	3
Total hours	15

Junior Year: Spring	Hrs.
ENGL 3375 <u>or</u> any other upper level ENGL	3
COMM 3310 Theories of Communication	3
COMM 3365 Multimedia Design & Production <u>or</u> COMM 4340 Graphic Design & Layout	3
COMM Arts Elective	3
COMM Arts Elective	3
Total hours	15

Senior Year: Spring	Hrs.
COMM 4372 Interpersonal Communication	3
COMM 4328 Internship	3
COMM 4390 Senior Portfolio	3
General Elective <u>or</u> COMM Arts Elective	3
COMM Arts Elective	3
Total hours	15

**Core Curriculum--Total Hours 43
Major--Total Hours 79
Degree--Total Hours 122**