



JOURNALISM

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 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.

Journalism

Journalism is a specialty field in communication that allows students to apply news gathering and critical-thinking skills in the pursuit, presentation and distribution of information. Students will master concepts and technical skills—especially writing – that will help them compete in a number of occupations involving communication through a variety of platforms. Ethics also plays a key element in the dynamics of journalism.

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 Practicums

Logos--Campus newspaper (uiwlogos.org) **KUIW**--Campus radio station (kuiw.org)
UIWtv--Campus television station (uiwtv.org)

Scholarships

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

Contact

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www.uiw.edu/commarts

**Bachelor of Arts in Communication Arts
Journalism
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 | | |
| Second Language I | | 3 |
| ENGL 2310 World Literature Studies | | 3 |
| COMM 2315 Writing for the Media | | 3 |
| COMM 2354 Journalism I | | 3 |
| Science with Lab | | 4 |
| Total hours | | 16 |
| Junior Year: Fall | | |
| RELS or PHIL (3000 or 4000 Level) | | 3 |
| COMM 4315 Media Ethics | | 3 |
| General Electives <u>or</u> COMM Arts Electives | | 3 |
| COMM 3355 Publications Practicum | | 3 |
| COMM Arts Elective | | 3 |
| Total hours | | 15 |
| Senior Year: Fall | | |
| ENGL 3000 <u>or</u> 4000 Level | | 3 |
| COMM 3365 Multimedia Design&Production <u>or</u> COMM 4340 Graphic Design & Layout | | 3 |
| COMM 4332 Law and the Media | | 3 |
| COMM Arts Elective | | 3 |
| General Electives <u>or</u> COMM Arts Electives | | 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 | | |
| Second Language II | | 3 |
| ENGL 2365 Prof & Tech Communications | | 3 |
| HIST 1311, 1312, 1321, 1322 | | 3 |
| MATH 1304 or 1306 or higher | | 3 |
| COMM 3354 Journalism II | | 3 |
| Total hours | | 15 |
| Junior Year: Spring | | |
| ENGL 3375 <u>or</u> any Upper Level ENGL | | 3 |
| COMM 3310 Theories of Communication | | 3 |
| General Electives <u>or</u> COMM Arts Electives | | 3 |
| COMM 4349 Electronic & Digital Writing | | 3 |
| COMM Arts Elective | | 3 |
| Total hours | | 15 |
| Senior Year: Spring | | |
| COMM Arts Elective | | 3 |
| COMM 4328 Internship | | 3 |
| COMM 4390 Senior Portfolio | | 3 |
| General Electives <u>or</u> COMM Arts Electives | | 3 |
| COMM Arts Elective | | 3 |
| Total hours | | 15 |

Core Curriculum--Total Hours 43

Major--Total Hours 79

Degree--Total Hours 122