

COMMUNICATION, B.A.

Communication is the study of messages ranging from interpersonal conversations between friends to mass mediated messages to the world. Communication skills are highly valued by employers, and communication majors find jobs in several professional areas such as public relations, professional sports marketing and promotion, journalism, law, and nonprofit arts organizations to name a few. Students will develop excellent speaking and writing skills in the major; they also develop excellent analytical skills.

The Communication and Media Studies department program is intended to be a flexible major in which students may focus on their areas of interest. With 46 required credits, Communication and Media Studies students can double major, and are required to complete a minor. Internships and study abroad experiences are encouraged and count toward the major.

Contact Information

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Learning Outcomes

Upon completion of the academic degree in Communication Studies, the student will be able to:

1. Demonstrate creative message construction and expression.
2. Demonstrate communication literacy, discernment, and interpretation.
3. Argue effectively.
4. Understand professional practices.

Requirements

Students must achieve the following program requirements for all courses listed under "Program Required Courses" for the Communication major with Communication Studies Concentration.

Program Requirements

Major Credits: 46

Major Residency Credits: 16

Minimum GPA: 2.0

Minimum Grade: C

A minor in another area is required.

Program Required Courses

The Communication major requires 46 credits (26 core credits and an additional 20 concentration credits).

Code	Title	Credits
Core Credits		
CTA 1114	Media Literacy	4
CTA 2200	Presentation and Impact	4
CTA 2240	Intercultural Communication (or approved study-abroad experience)	4
CTA 3445	Argumentation	4
Select two of the following: 8		
CTA 4414	Media Criticism	
CTA 4417	Mass Media Law and Ethics	

CTA 4445	Persuasion	
ENG 2105	Investigative Writing ¹	2
Select one twenty-credit concentration from the following options:		20
Communication Studies		
Film Studies		
Media Studies		
Theatre Studies		
A minor in another area is required of all Communication majors.		
Total Credits		46

¹ B- required

Communication Studies Concentration

Students will develop excellent speaking and writing skills in the major; they also develop excellent analytical skills.

Code	Title	Credits
CTA 2525	The Media, Race and Gender	4
CTA 2850	Media Theory and Research	4
CTA 3101	Small Group Communication	4
CTA 4999	Independent Study	4
Upper Division CTA Elective		4
Total Credits		20

Film Studies Concentration

Those students who have an interest in studying film may concentrate their electives in the Communication major entirely on film. This concentration is composed of film theory and criticism courses rather than film production courses. Students who complete this major and concentration will not only have grounding in general communication theory and media analysis, but also an area of specialization in film theory and criticism.

Code	Title	Credits
CTA 2201	The Film as Art	4
CTA 2301	World Cinema	4
or CTA 2514	Media Production: Studio	
CTA 3301	Film Topics	4
CTA 4220	Great Filmmakers	4
CTA 4999	Independent Study	4
Total Credits		20

Media Studies Concentration

Media Studies is a concentration in the Communication major and provides a basic foundation for students who will work in a variety of settings. Students with this major go on to work in advertising, public relations, marketing, corporate training, broadcasting and any number of other vocations. These students will be able to design appropriate messages for specific audiences using a number of media. The interdisciplinary nature of this program reflects the liberal arts focus of the College.

Code	Title	Credits
CTA 2850	Media Theory and Research	4
CTA 4999	Independent Study (Media Practicum - Portfolio)	4
Twelve Credits of Media Electives Chosen with Academic Advisor		12

CTA 2214	Writing for Mass Media
CTA 2307	Digital Photography
CTA 2514	Media Production: Studio
CTA 2525	The Media, Race and Gender
CTA 3307	Photojournalism
CTA 3514	Media Production: Field
CTA 3999	Independent Study (Independent and/or Directed Media Studies)
CTA 4555	Internship

Total Credits **20**

Theatre Studies Concentration

Theatre Studies is a concentration in the Communication major and provides a basic foundation for students who have an interest in theatre and wish to pursue careers that incorporate theatre and communication. The undergraduate Theatre Studies program culminates in a B.A. degree in Communication with a concentration in Theatre Studies. The students enrolled in this program will be able to demonstrate a working knowledge of the principles and practices they will need to perform as topflight professional communicators. In addition to core courses within the major, students will take undergraduate coursework that consists of a variety of elective courses within the major. This exposure acquaints students with fundamental problems and issues they will encounter in their careers.

Code	Title	Credits
THE 2150	Acting for the Stage	4
or THE 2250	Introduction to Stagecraft	
THE 3330	Theatre: Greek - Elizabethan	4
or ENG 3330	Theatre: Greek - Elizabethan	
THE 3331	Theatre: Restoration - Twentieth Century	4
or ENG 3331	Theatre: Restoration - 20th Century	
Eight more credits chosen with the approval of the academic advisor		8
Total Credits		20

Degree Requirements

To graduate from the College of St. Scholastica, baccalaureate students must meet the following minimum degree requirements.

Total Credits: 128

Upper Division Credits: 42

Residency Requirement: 32

Minimum GPA: 2.0