Communication

April Trees, Ph.D., Chair
http://www.slu.edu/x13966.xml

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The Department of Communication offers both a bachelor’s and a master’s degree. The 37-credit undergraduate major (Bachelor of Arts in Communication) offers three concentrations: Advertising & Public Relations; Journalism & Media Studies; and Communication Studies. Through the study of human interaction in personal, organizational, public, and mediated contexts, students examine communication processes and apply communication theory. In this major, students learn to creatively design, effectively deliver, and critically analyze messages to influence, connect, and inform, with a particular emphasis on cultural competence and ethical practice. They develop writing, speaking, and digital-production skills. Our curriculum prepares students for careers in public relations, advertising, and journalism, as well as positions in for-profit and not-for-profit organizations, such as patient advocates, human-resource specialists, training and development managers, and communication directors.

Transfer students from other universities, the Madrid campus of Saint Louis University, or junior colleges may ask that up to 15 credits of previous course work in speech, communication, or mass communication be applied toward their B.A. in communication (students often transfer courses such as Human Communication and Culture, Public Speaking, and/or Newswriting).

Communication majors may take CMM 1000 Human Communication and Culture to fulfill three credits of the College of Arts and Sciences core requirement in social science. The remaining three credits must be taken in an area outside communication.

Communication Major (Bachelor of Arts)
Concentration Summaries:

Advertising and Public Relations Concentration
Communication Core (13 credits)
Writing (6 credits)
Required:
CMM 2100 Journalism: Newswriting 3
Choose one:
CMM 3610 Writing for Public Relations 3
CMM 3710 Advertising Writing and Production 3
Foundations Choose one (3 credits):
CMM 3600 Public Relations Principles and Practices 3
CMM 3700 Advertising Principles and Practices 3
Production Practices and Applications
Choose two (6 credits)
Research/Applications Choose one (3 credits):
CMM 4600 Integrated Communications Campaigns 3
CMM 4700 Advertising Research and Strategic Planning 3
Electives Choose two (6 credits)
Total credits: 37

Communication Studies Concentration
Communication Core (13 credits)
Writing (3 credits)
CMM 2120 Message Design 3
Foundations (12 credits)
Choose two: (6 credits)
CMM 3000 Interpersonal Communication 3
CMM 3200 Organizational Communication 3
CMM 3300 Intercultural Communication 3
Choose one additional course from the foundations courses listed above, or from the classes listed below: (3 credits)
CMM 3050 Argumentation and Debate 3
CMM 3060 Political Communication 3
CMM 3080 Sport Communication 3
CMM 3090 Health Communication 3
CMM 3840 Analysis of Popular Culture 3
CMM 4000 Family Communication 3
CMM 4050 Theories of Persuasion 3
CMM 4200 Leadership and Teams 3
CMM 4220 Conflict, Mediation & Negotiation 3
CMM 4240 Training & Development 3
CMM 4300 Gender and Communication 3
CMM 4320 Communicating Across Racial Divisions 3
CMM 4430 Culture, Technology & Communication 3

**Research Capstone** (3 credits)
CMM 4800 Senior Capstone in Communication 3

**Production Practices and Applications** (3 credits)

**Electives** (6 credits)
Total credits: 37

### Journalism and Media Studies Concentration

**Communication Core** (13 credits)

**Writing** (3 credits)
CMM 2100 Journalism: Newswriting 3

**Foundations**
Choose two (6 credits):
- CMM 3420 Literary Journalism
- CMM 3440 Media Ethics
- CMM 3840 Analysis of Popular Culture
- CMM 4350 Stereotyping and Bias in the Mass Media
- CMM 4410 Critical Perspectives on Journalism
- CMM 4420 Theory of Free Expression
- CMM 4430 Culture, Technology & Communication
- CMM 4440 History of Journalism

**Production Practices and Applications** (3 credits)

**Research/Applications/Advanced Area**
Choose two (6 credits) from courses below; at least one (3 credits) must be a writing course (*)
- CMM 2550 Photojournalism
- CMM 2560 Graphic Design Production
- CMM 3110 Feature Writing *
- CMM 3120 Media Scriptwriting *
- CMM 3130 Editorial and Opinion Writing *
- CMM 3140 Essay Writing *
- CMM 3150 Reviewing the Arts *
- CMM 3510 Studio Production
- CMM 3520 Sports Documentary
- CMM 3560 Publication Design
- CMM 3800 Interviewing and Listening
- CMM 4100 Multiplatform Journalism
- CMM 4160 Editing *
- CMM 4590 Advanced Media Practicum
- CMM 4810 Digital Storytelling
- CMM 4910 Internship** 0-3
  (**with special approval)**

**Electives** (6 credits)
Total credits: 37

### Communication Core Courses
All communications majors must complete the following five courses:

- CMM 1000 Human Communication & Culture 3
- CMM 1200 Public Speaking 3
- CMM 2400 Media & Society 3
- CMM 2500 Media & Society Lab 1
- CMM 2800 Communication Research 3

### Communication Production Practices and Applications Courses
The following courses meet the production practices and applications requirement for all concentrations:

- CMM 2510 Video Design and Production 3
- CMM 2550 Photojournalism 3
- CMM 2560 Graphic Design Production 3
- CMM 3120 Media Scriptwriting 3
- CMM 3510 Studio Production 3
- CMM 3520 Sports Documentary 3
- CMM 3560 Publication Design 3
- CMM 3710 Advertising Writing and Production 3
- CMM 3820 Third Places 3
- CMM 4100 Multiplatform Journalism 3
- CMM 4590 Advanced Media Practicum 3
- CMM 4720 NSAC Advertising Competition 3
- CMM 4810 Digital Storytelling 3

### Communication Electives
All communication majors must take at least six credits of communication electives. These courses may be chosen from any Communication course offered in the department, as long as they have not been used to meet other major requirements.

### Outside Credits
Students majoring in communication must complete at least 15 credits of course work outside of the requirements for their major; at least 6 credits of that course work must be at the 3000 or 4000 level. Communication majors can satisfy this requirement by completing a double major, a minor in another department, or by choosing, in consultation with their faculty mentor, 15 credits of courses in an area that complements the student’s interests. The Department of Communication participates in four College of Arts and Sciences Interdisciplinary Minor Programs: Creative and Professional Writing, Film Studies, Political Journalism, and Visual Communication. See section in this Catalog on “Interdisciplinary Minor Programs” for complete descriptions.

### Internships
Internships (CMM 4910) are available each semester at a wide range of St. Louis-area publications, nonprofit groups, corporations, advertising and public relations agencies, radio and
television stations, and sports and entertainment organizations. To qualify, a student must 1) have at least junior class standing, 2) be a full-time declared communication major, 3) hold a 2.85 or higher GPA in communication courses and a 2.65 or higher overall GPA, 4) have completed CMM 1000, CMM 1200 and either CMM 2100 or CMM 2120, and 5) receive written permission from the department’s internship director.

**Typical Course of Study**

Students planning to major in Communication should ideally have taken CMM 1000, 1200, 2400, 2800, and either CMM 2100 or CMM 2120 by the end of their sophomore year. Foundations courses are generally taken during junior and senior year. Internships are best taken sometime in the last three semesters of the program. We also encourage our students, when appropriate, to attend classes for one semester at our Saint Louis University Madrid campus. This semester abroad normally transpires during their third year or after at least 60 credits of earned credits.

**Communication Minor**

Students may earn a (21 credits) minor in communication by taking CMM 1000 Human Communication and Culture, CMM 2400 Media & Society, either CMM 2100 Journalism: Newswriting or CMM 2120 Message Design, and 12 credits of communication electives, at least 6 credits of which must be at the 3000 or 4000 level. The elective credits should be chosen in consultation with the student’s faculty mentor.