

# COMMUNICATION STUDIES (BA)

The communication studies major proudly places itself at the intersection of theory and practice. Its students are led to understand and to use, to critique and to appreciate, to embrace communication as it is presently practiced in society and to hone it for more effective service to the human community. Our communication studies majors benefit from our unparalleled location within the scholarly Loyola community and in the midst of the Chicago media hub.

Communication studies courses help students understand how communication can persuade, comfort, alienate, or bring the world together.

## Curriculum

Code	Title	Hours
<b>School of Communication Foundation Courses</b>		
COMM 100	SOC Career Prep Seminar	1
COMM 175	Introduction to Communication	3
COMM 200	Digital Communication and Society	3
COMM 215	Ethics & Communication	3
or COMM 360	Digital Media Ethics	
<b>Theory/Critical Analysis</b>		
Select two of the following:		6
COMM 201	Media Theory and Criticism	
COMM 220	Introduction to Rhetoric	
COMM 227	Social Justice & Communication	
COMM 258	Game Studies	
COMM 268	Persuasion	
COMM 272	Intercultural Communication	
COMM 273	Interpersonal Communication	
COMM 277	Organizational Communication	
COMM 280	Media Technology & Society	
COMM 281	Communication, Language & Gender <sup>2</sup>	
COMM 379	Digital Sustainability	
<b>Applied</b>		
Select two of the following:		6
COMM 230	Argumentation & Advocacy	
COMM 231	Conflict Management and Communication	
COMM 234	Interviewing for Communication	
COMM 236	Persuasive Presentations	
COMM 237	Small Group Communication	
COMM 306	Environmental Advocacy	
COMM 307	Communication & Social Movements	
COMM 309	Designing Media for Social Change	
COMM 323	Remixing Culture	
<b>Research Methods/Capstone</b>		
Select one of the following:		3
COMM 361	New Media Criticism <sup>1</sup>	
COMM 365	Naturalistic Methods Communication Research <sup>2</sup>	
COMM 367	Rhetorical Criticism <sup>1</sup>	

COMM 368 Ethnographic Research Methods in Communication<sup>2</sup>

<b>Communication &amp; Community</b>		
Select one of the following:		3
COMM 204	Community as Story	
COMM 227	Social Justice & Communication	
COMM 237	Small Group Communication	
COMM 320	Public Service Communication <sup>2</sup>	
COMM 339	Video Documentary <sup>2</sup>	
COMM 381	Communication Practicum	
COMM 393	Communication Studies Internship <sup>2</sup>	
<b>Electives</b>		
Select any <b>four</b> electives from the list of Approved Electives (p. 1) if not taken to satisfy requirements above.		12
<b>Total Hours</b>		<b>40</b>

<sup>1</sup> Writing Intensive (<https://catalog.luc.edu/undergraduate/communication/#wissections>)

<sup>2</sup> Satisfies Engaged Learning (<https://catalog.luc.edu/undergraduate/university-requirements/engaged-learning/>) requirement.

## Approved Electives

Code	Title	Hours
COMM 101	Public Speaking & Critical Thinking	3
COMM 130	Intro to Audio Production	3
COMM 135	Intro to Video Production	3
or COMM 145	Video for Journalists	
COMM 140	Intercollegiate Debate <sup>4</sup>	1
COMM 201	Media Theory and Criticism	3
COMM 202	Story for Film and Television <sup>1</sup>	3
COMM 203	Topics in Cinema History	3
COMM 204	Community as Story	3
COMM 205	Reporting Basics I: Writing and Interviewing <sup>1</sup>	3
COMM 206	Hip Hop Culture and Social Change	3
COMM 207	Photojournalism	3
COMM 208	Reporting Basics II: Technology for Journalists	3
COMM 210	Principles of Public Relations	3
COMM 211	Principles of Advertising	3
COMM 213	Digital Foundations	3
COMM 214	Introduction to Creative Concepts <sup>1</sup>	3
COMM 215	Ethics & Communication	3
COMM 220	Introduction to Rhetoric	3
COMM 227	Social Justice & Communication	3
COMM 230	Argumentation & Advocacy	3
COMM 231	Conflict Management and Communication	3
COMM 232	Cinematography I	3
COMM 234	Interviewing for Communication	3
COMM 236	Persuasive Presentations	3
COMM 237	Small Group Communication	3
COMM 256	Broadcast Newswriting <sup>1</sup>	3
COMM 258	Game Studies	3
COMM 259	News Editing	3
COMM 260	Environmental Journalism <sup>1</sup>	3

COMM 261	Social Media	3	COMM 350	Producing for Film & Digital Media	3
COMM 262	Feature & Opinion Writing <sup>1</sup>	3	COMM 357	Programming Film & Media: Festivals, TV & Digital	3
COMM 263	Editorial Design I: Newspaper & Online	3	COMM 358	Newscasting and Producing	3
COMM 265	Sports Broadcasting	3	COMM 359	Advanced Post Production	3
COMM 266	Advertising Copywriting <sup>1</sup>	3	COMM 360	Digital Media Ethics	3
COMM 268	Persuasion	3	COMM 361	New Media Criticism <sup>1</sup>	3
COMM 271	Media Culture and Communication	3	COMM 365	Naturalistic Methods Communication Research <sup>2</sup>	3
COMM 272	Intercultural Communication	3	COMM 367	Rhetorical Criticism <sup>1</sup>	3
COMM 273	Interpersonal Communication	3	COMM 368	Ethnographic Research Methods in Communication <sup>2</sup>	3
COMM 274	Introduction to Cinema	3	COMM 370	Special Topics in Advertising & Public Relations	3
COMM 275	Web Design and Usability	3	COMM 371	Special Topics Communication Studies	3
COMM 277	Organizational Communication	3	COMM 372	Special Topics: Multimedia Journalism	3
COMM 278	International Public Relations (abroad)	3	COMM 373	Digital Storytelling Abroad <sup>2</sup>	3
COMM 280	Media Technology & Society	3	COMM 374	Special Topics: Film & Digital Media	3
COMM 281	Communication, Language & Gender <sup>2</sup>	3	COMM 375	Media Relations	3
COMM 296	Themes in Advertising/Public Relations	3	COMM 379	Digital Sustainability	3
COMM 297	Themes in Communication Studies	3	COMM 380	Debate Practicum	3
COMM 298	Themes in Multimedia Journalism	3	COMM 381	Communication Practicum	1-3
COMM 299	Themes in Film and Digital Media	3	COMM 393	Communication Studies Internship <sup>2,3</sup>	3
COMM 303	Media, Politics, & Propaganda	3	COMM 398	Directed Study	1-3
COMM 304	Rhetorics of Utopia & Revolution	3			
COMM 306	Environmental Advocacy	3			
COMM 307	Communication & Social Movements	3			
COMM 308	Screen Directing	3			
COMM 309	Designing Media for Social Change	3			
COMM 310	Production Design	3			
COMM 311	Health Communication	3			
COMM 312	Special Events Planning	3			
COMM 313	Corporate and Organizational Communication	3			
COMM 314	Public Relations Cases	3			
COMM 315	Advanced Reporting Topics <sup>1,2</sup>	3			
COMM 317	Media Planning	3			
COMM 318	Public Relations Writing <sup>1</sup>	3			
COMM 320	Public Service Communication <sup>2</sup>	3			
COMM 321	Advertising Campaigns	3			
COMM 322	Guerilla Media	3			
COMM 323	Remixing Culture	3			
COMM 324	Film Genre	3			
COMM 326	Screenwriting <sup>1</sup>	3			
COMM 327	Video Storytelling	3			
COMM 328	Editorial Design II: Magazine & Interactive	3			
COMM 329	Advertising and Public Relations Design	3			
COMM 330	Intermediate Advertising Design	3			
COMM 331	Social Media Advertising	3			
COMM 332	Investigative & Public Affairs Reporting	3			
COMM 333	Cinematography II	3			
COMM 334	Mobile Advertising	3			
COMM 336	Search & Display Advertising	3			
COMM 337	AD/PR Multimedia Commercial Production <sup>2</sup>	3			
COMM 338	Narrative Production	3			
COMM 339	Video Documentary <sup>2</sup>	3			
COMM 345	Student Agency <sup>5</sup>	3			

<sup>1</sup> Writing Intensive (<https://catalog.luc.edu/undergraduate/communication/#wisesections>)

<sup>2</sup> Satisfies Engaged Learning (<https://catalog.luc.edu/undergraduate/university-requirements/engaged-learning/>) requirement.

<sup>3</sup> Internship (<https://www.luc.edu/soc/resources/internships/>)

<sup>4</sup> Requires instructor approval.

<sup>5</sup> Inigo (<https://www.inigocomm.com/>)

## Suggested Sequence of Courses

The below sequence of courses is meant to be used as a suggested path for completing coursework. An individual student's completion of requirements depends on course offerings in a given term as well as the start term for a major or graduate study. Students should consult their advisor for assistance with course selection.

Course	Title	Hours
<b>First Year</b>		
<b>Fall</b>		
COMM 175	Introduction to Communication	3
	<b>Hours</b>	<b>3</b>
<b>Spring</b>		
COMM 200	Digital Communication and Society	3
	<b>Hours</b>	<b>3</b>
<b>Second Year</b>		
<b>Fall</b>		
COMM 215 or COMM 360	Ethics & Communication or Digital Media Ethics	3
	Applied Course	3
	Theory Course	3
	<b>Hours</b>	<b>9</b>
<b>Spring</b>		
	Applied Course	3

Theory Course	3
<b>Hours</b>	<b>6</b>
<b>Third Year</b>	
<b>Fall</b>	
Communication & Community Course	3
Major Elective	3
COMM 100	SOC Career Prep Seminar
	1
<b>Hours</b>	<b>7</b>
<b>Spring</b>	
Major Elective	3
Major Elective	3
<b>Hours</b>	<b>6</b>
<b>Fourth Year</b>	
<b>Fall</b>	
Major Elective	3
<b>Hours</b>	<b>3</b>
<b>Spring</b>	
Research Methods Course	3
<b>Hours</b>	<b>3</b>
<b>Total Hours</b>	<b>40</b>

- Formulate creative, culturally literate, and convincing oral, written, and multimodal arguments which are responsive to context and situation.
- See the crucial role that communication holds in advancing or deterring social justice.
- Apply communication knowledge and perform communication skills within different social contexts, such as interpersonal communication, group communication, intercultural communication, gender and communication, and traditional and new media platforms.

## School of Communication Graduation Requirements

All Undergraduate students in the School of Communication are required to take two Writing Intensive courses (6 credit hours) as well as complete a foreign language requirement at 102-level or higher (3 credit hours) or a language competency test. More information can be found here (<https://www.luc.edu/soc/undergrad/soclanguage requirement/>).

## Additional Undergraduate Graduation Requirements

All Undergraduate students are required to complete the University Core, at least one Engaged Learning course, and UNIV 101. SPCS students are not required to take UNIV 101. Nursing students in the Accelerated BSN program are not required to take core or UNIV 101. You can find more information in the University Requirements (<https://catalog.luc.edu/undergraduate/university-requirements/>) area.

## Learning Outcomes

Students who complete an undergraduate program in Communication Studies will be able to:

- Identify some of the fundamental communication issues that our contemporary world face, and the ways in which the communication field approaches and interprets them.
- Remember the situated, contextual and historical nature of communication processes and practices.
- Identify the relationship between communication processes and practices and the construction and transformation of human identities, communities, and cultures.
- Assess, interpret and use communication research to apply and generate communication knowledge.
- Use communication skills and knowledge to produce messages, texts, campaigns, and projects.