

# 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/#wisections>)

<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 | Mastering Video Reporting and 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<br>or COMM 360 | Ethics & Communication<br>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>               |

7. See the crucial role that communication holds in advancing or deterring social justice.
8. 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

1. Identify some of the fundamental communication issues that our contemporary world face, and the ways in which the communication field approaches and interprets them.
2. Remember the situated, contextual and historical nature of communication processes and practices.
3. Identify the relationship between communication processes and practices and the construction and transformation of human identities, communities, and cultures.
4. Assess, interpret and use communication research to apply and generate communication knowledge.
5. Use communication skills and knowledge to produce messages, texts, campaigns, and projects.
6. Formulate creative, culturally literate, and convincing oral, written, and multimodal arguments which are responsive to context and situation.