

Communication Studies

BACHELOR OF ARTS



Where It Can Take You

Prepare to excel in industries including radio and television broadcasting, film, journalism, new media, public relations, education, law, and event promotions. A Bachelor of Arts in Communication Studies prepares you for a wide variety of careers because every business and organization values strong communicators.

Become a Leader

advertising copy writer
business
campaign director
communication and health care
creative director
disc jockey, radio/TV program host
editor
education
event planner
government, politics
lobbyist
media analyst
media planner
producer
public information officer
publicity/public relations manager
reporter, journalist
social and human services

Learn More

www.cahss.nova.edu

B.A. in Communication Studies

Communication is clearly an essential skill used across all fields and in all areas of life. It's also an expanding profession, ranging from traditional to new media, that has become increasingly digital. Expand your potential as you become a more confident and skilled writer, speaker, and communications content producer.

What You'll Study

As a communications major, you'll learn how to write and communicate persuasively in formats that inspire you. Choose an in-depth track in film, public relations, or media studies and journalism. Engage in classroom projects as well as professional opportunities that showcase your talent and skills.

How You'll Learn More

Nova Southeastern University (NSU) keeps current with new technologies, and you'll have plenty of opportunity to practice your craft on campus. You'll enhance your degree in communication by participating in the student newspaper, student literary and arts magazine, video production department, and the NSU television or radio station. Then, you'll gain professional experience as an intern in a local or national media outlet.

Unique Opportunities

- *Digressions Literary Magazine*: annual publication involves student editors, writers, and artists
- Lambda Pi Eta: join the national communication honor society based on your academic achievement
- NSU student media opportunities: Radio X (sound technician, on-air talent, producer), *The Current* student newspaper (editor, reporter, columnist), and SUTV (TV program producer, writer, technician)
- student symposium and film festival: present your research, analysis, or creative work; awards presented
- local, national conferences: attend or present your work based on your interests
- mock trial team: practice simulation of courtroom trials; open to students of any major
- Model United Nations: learn about international politics in this team activity, which may lead to national competitions
- distinguished speakers series: attend discussions by renowned authors, scientists, political figures, and artists



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Communication Studies Major Curriculum 2015–2016

At least 18 credits in the major must be at the 3000/4000 level.

Students are required to complete 30 credit hours as part of the General Education Program.

COMMUNICATION STUDIES MAJOR REQUIREMENTS (47 CREDITS)

Core Courses (32 credits) Credits

COMM 1100A	Communication Practicum A	1
COMM 1100B	Communication Practicum B	1
COMM 2100	Mass Media	3
COMM 2300	Intercultural Communication	3
COMM 2900	Research Methods in Communication	3
COMM 3110	Communication Theory	3
COMM 3600	Persuasion	3
COMM 4950	Internship in Communication	3
HUMN 3010	Communication Traditions	3
PHIL 3010	Ethical Issues in Communication	3
SPCH 1010	Public Speaking	3
OR		
SPCH 1010H	Public Speaking Honors	3
SPCH 2000	Fundamentals of Human Communication	3

Tracks (15 credits)

Select one of the following tracks:

Media Studies Track (15 credits) Credits

Select 15 credits from the following courses 9 credits must be at the 3000/4000 level :

COMM 2010	Introduction to Print Journalism	3
COMM 2200	Introduction to Broadcast Journalism	3
COMM 2800	Introduction to Field Video Production	3
COMM 3100	Gendered Images in Popular Culture	3
COMM 3300	Multimedia Writing	3
COMM 3500	Media Regulation	3
COMM 3800	Advanced Field Video Production	3

COMM 4300	Social Media Theory and Practice	3
COMM 4500	Media and Cultural Studies	3
COMM 4900	Special Topics in Communication	3

Film Track (15 credits) Credits

COMM 2800	Introduction to Field Video Production	3
FILM 2000	Introduction to Film	3

Select 9 credits from the following courses:

COMM 3700	Documentary Filmmaking	3
COMM 3800	Advanced Field Video Production	3
FILM 3040	Women and Film	3
FILM 3050	Literature and Film	3
FILM 3060	Film Noir	3
FILM 3100	Black Cinema	3
FILM 4000	History of Film	3
FILM 4500	Major Directors	3
FILM 4900	Special Topics in Film	3

Public Relations Track (15 credits) Credits

COMM 2040	Public Relations Writing	3
COMM 3200	Principles of Public Relations	3
COMM 3500	Media Regulation	3
COMM 4200	Public Relations Campaigns	3

Select 3 credits from the following courses:

COMM 4300	Social Media Theory and Practice	3
COMM 4500	Media and Cultural Studies	3
COMM 4900	Special Topics in Communication	3

The Bachelor of Arts degree requires at least 24 credits of coursework from the following disciplines: ARTS, DANC, FILM, HIST, HUMN, LITR, MUSC, PHIL, and THEA, as well as an intermediate degree of competency in a foreign language generally, a minimum of 6 credits or another demonstration of competency.

This publication should not be viewed as a substitution for official program requirements and outcomes. A student is responsible for meeting the curriculum and program requirements in the *Undergraduate Student Catalog* that are in effect when the student enters the program.

Nova Southeastern University admits students of any race, color, sexual orientation, and national or ethnic origin. ■ Nova Southeastern University is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award associate's, baccalaureate, master's, educational specialist, doctorate, and professional degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097 or call 404-679-4500 for questions about the accreditation of Nova Southeastern University. 09-083-15_17NOM

Admissions

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admissions@nsu.nova.edu


NOVA SOUTHEASTERN
UNIVERSITY
College of Arts, Humanities,
and Social Sciences