

# DEPARTMENT OF COMMUNICATIONS

The department offers major programs in Communication Arts and Mass Communication. The Communication Arts program offers individual options in Communication Studies and Cinematic Arts. The Mass Communication program offers individual options in Journalism: Public Relations and Journalism and Cinematic Arts. These major programs may lead to the Bachelor of Arts or the Bachelor of Science degree. The department offers minor fields in Communication Studies, Cinematic Arts, Journalism, Mass Communication and Public Relations, as well as basic coursework required in the general education component in all degree programs.

All options in the Department of Communications provide students with skills to pursue careers in the option areas. The areas of study are well suited for students wishing to pursue additional post-graduate study.

Students in the BA/BS in Mass Communication or Communication Arts degree programs will graduate with a minimum of 120 hours. 72 of these hours will come from outside the student's major. Of the 72 hours outside the major 53 hours will come from department-approved Arts and Sciences/Liberal Arts classes. All General Education classes count toward these 53 required Arts and Sciences/Liberal Arts classes. A list of approved Arts and Sciences/Liberal Arts classes is posted in the Communications Building and is available in the department office and on the Communications web page at <http://www.una.edu/communications>. The Communication Arts major combines a common core of communications classes and a specific combination of theoretical and applied courses in communications or film and digital media with a liberal arts-based education.

- The Communication Studies option emphasizes the applied and theoretical aspects of human communication as a social science.
- The Cinematic Arts option allows students to engage in artistic growth while developing professional film and digital production qualifications.

The Mass Communication major provides pre-professional communications training, including a core of skills-based mass communication coursework to establish effective writing and research skills, with a liberal arts-based education. Students in Mass Communication learn to gather, analyze and convey information through mass communication channels.

- The Journalism and Cinematic Arts option provide theory, news gathering skills, news preparation for print and online media and electronic media production for broadcast media.
- The Public Relations option provides preprofessional training for careers in public relations information services or further study in applied communications.

Students are assisted in their career entry with Portfolio Preparation (COM 420); topics include job hunting, resume preparation, and preparation of a portfolio of student work. This class will include an exit examination.

Communication majors participate in activities related to their option area through course credit and extracurricular activities.

A minimum passing grade of "C" is required for all COM courses taken by Communication Arts and Mass Communication majors and

Communication minors when taken as part of the major or minor program. If a "C" is not earned in a COM course taken as part of a major or minor, the course will not count toward the completion of the major or minor and must be repeated.

## Majors

- BA/BS Degree with a Major in Communication Arts (<https://catalog.una.edu/undergraduate/colleges-programs/arts-sciences/communications/communication-arts-ba-bs>)
- BA/BS Degree with a Major in Mass Communication (<https://catalog.una.edu/undergraduate/colleges-programs/arts-sciences/communications/mass-communication-ba-bs>)

## Minors

- Cinematic Arts Minor (<https://catalog.una.edu/undergraduate/colleges-programs/arts-sciences/communications/digital-media-production-minor>)
- Communication Studies Minor (<https://catalog.una.edu/undergraduate/colleges-programs/arts-sciences/communications/communication-studies-minor>)
- Journalism Minor (<https://catalog.una.edu/undergraduate/colleges-programs/arts-sciences/communications/journalism-minor>)
- Mass Communication Minor (<https://catalog.una.edu/undergraduate/colleges-programs/arts-sciences/communications/mass-communication-minor>)
- Public Relations Minor (<https://catalog.una.edu/undergraduate/colleges-programs/arts-sciences/communications/public-relations-minor>)