Communication

The focus of the program in Communication is to enhance the student’s knowledge and practical skills in various areas of human communication, media, and technical production. Core course work in Communication provides a general, theoretical background in the field. All Communication majors must complete the Communication Core Courses. In addition, Communication majors will select a primary program area in either Communication Studies or Media Studies. The Communication Studies emphasis offers understanding in the theory and practice of human communication in a variety of contexts including interpersonal, organizational, intercultural, and public communication. The Media Studies emphasis offers historical and critical study of a variety of media contexts, such as film, video, television, and print, as well as opportunities to acquire basic writing and production skills. It is critical for all Communication majors to meet with their academic advisor prior to registering each semester.

MAJOR IN COMMUNICATION

Students graduating with a BA in Communication will be able to:

• Create individual as well as collaborative presentations, such as speeches, group reports, or works of electronic media, that demonstrate effective use of communication strategies.
• Identify and analyze issues in communication ethics.
• Understand communication theories and apply them in analyzing communication interactions and texts.

Communication Core Courses (12 semester hours, required for all majors)

COMM 1307 Media and Society
COMM 1370 Introduction to Communication
COMM 3310 Communication Theory
COMM 4395 Legal and Ethical Issues in Communications

Communication Studies Emphasis (24 semester hours)

Communication Studies Requirements:
(12 semester hours, required for students in the Communication Studies Emphasis)
COMM 1318 Interpersonal Communication
COMM 2333 Small Group Communication
COMM 3330 Techniques of Persuasion
COMM 4345 Intercultural Communication

Communication Studies Electives:
(12 semester hours, select four of the following courses)
COMM 2350 Media Writing and Performance
COMM 2366 Introduction to Film Art
COMM 3301 Television Criticism
COMM 3302 Film History
COMM 3311 Nonverbal Communication
COMM 3312 News Writing for Television, Radio, and the Internet
COMM 3313 Video Production
COMM 3314 Television Production
COMM 3315 Nonlinear Editing
COMM 3335 UIL Debate and Speech
COMM 3340 Public Relations Techniques
COMM 3351 Film Comedy
COMM 3360 Screenplay Writing
COMM 3380 Media and Technology
COMM 4310 Advanced Digital Film Making
COMM 4311  Documentary Film
COMM 4314  Gender Communication
COMM 4330  Public Relations Cases and Strategies
COMM 4340  Advertising Criticism
COMM 4350  Communication in Organizations
COMM 4390  Topics in Communication
COMM 4396  Directed Individual Study*
COMM 4397  Media Internship**
COMM 4398  Applied Experience **
COMM 4399  Communication Internship**

Only one of the following options can count toward the Communication Studies Electives:
  COMM 1342  Voice & Diction
  COMM 4323  Oral Interpretation of Children’s Literature

*Only 3 semester hours of Directed Individual Study credit may be counted toward the major.

**Only 3 semester hours of Internship or Applied Experience credit may be counted toward the major.

Media Studies Emphasis (24 semester hours)

Media Studies Requirements:
(12 semester hours, required for students in the Media Studies Emphasis)
Select three of the following courses:
  COMM 2366  Introduction to Film Art
  COMM 3301  Television Criticism
  COMM 3380  Media and Technology, or
  COMM 4340  Advertising Criticism

Select one of the following courses:
  COMM 3313  Video Production, or
  COMM 3314  Television Production

Media Studies Electives:
(12 semester hours, select four of the following courses)
  COMM 1318  Interpersonal Communication
  COMM 2333  Small Group Communication
  COMM 2350  Media Writing and Performance
  COMM 3302  Film History
  COMM 3311  Nonverbal Communication
  COMM 3312  Newswriting for Television, Radio, and the Internet
  COMM 3313  Video Production
  COMM 3314  Television Production
  COMM 3315  Nonlinear Editing
  COMM 3330  Techniques of Persuasion
  COMM 3335  UIL Debate and Speech
  COMM 3340  Public Relations Techniques
  COMM 3351  Film Comedy
  COMM 3360  Screenplay Writing
  COMM 3380  Media and Technology
  COMM 4310  Advanced Digital Film Making
  COMM 4311  Documentary Film
  COMM 4314  Gender Communication
  COMM 4330  Public Relations Cases and Strategies
  COMM 4340  Advertising Criticism
  COMM 4345  Intercultural Communication
COMM 4350  Communication in Organizations
COMM 4390  Topics in Communication
COMM 4396  Directed Individual Study*
COMM 4397  Media Internship**
COMM 4398  Applied Experience**
COMM 4399  Communication Internship**

Only one of the following options can count toward the Media Studies Emphasis:
   COMM 1342  Voice & Diction
   COMM 4371  Acting for the Camera

*Only 3 semester hours of Directed Individual Study credit may be counted toward the major.

**Only 3 semester hours of Internship or Applied Experience credit may be counted toward the major.

MINOR IN COMMUNICATION

The minor in Communication consists of 18 semester hours of Communication course work. Four courses are required: COMM 1307: Media and Society, COMM 1370: Introduction to Communication, COMM 3310: Communication Theory, and COMM 4395: Legal and Moral Issues in Communication.

Select the remaining two courses from the following electives:
   COMM 3301  Television Criticism, or
   COMM 3302  Film History, or
   COMM 3311  Nonverbal Communication, or
   COMM 3312  Newswriting for Television, Radio, and the Internet, or
   COMM 3313  Video Production, or
   COMM 3314  Television Production, or
   COMM 3330  Techniques of Persuasion, or
   COMM 3335  UIL Debate and Speech, or
   COMM 3340  Public Relations Techniques, or
   COMM 3351  Film Comedy, or
   COMM 3360  Screenplay Writing, or
   COMM 3380  Media and Technology, or
   COMM 4310  Advanced Digital Film Making, or
   COMM 4311  Documentary Film, or
   COMM 4314  Gender Communication, or
   COMM 4330  Public Relations Cases and Strategies, or
   COMM 4340  Advertising Criticism, or
   COMM 4345  Intercultural Communication, or
   COMM 4350  Communication in Organizations, or
   COMM 4390  Topics in Communication

TEACHER CERTIFICATION IN SPEECH COMMUNICATION

Requirements for the secondary certification plan in Speech Communication are as follows:

<table>
<thead>
<tr>
<th>Required Courses</th>
<th>Semester Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 1307  Media and Society</td>
<td>3</td>
</tr>
<tr>
<td>COMM 1318  Interpersonal Communication</td>
<td>3</td>
</tr>
<tr>
<td>[common course SPCH 1318]</td>
<td></td>
</tr>
<tr>
<td>COMM 2333  Small Group Communication</td>
<td>3</td>
</tr>
<tr>
<td>[common course SPCH 2333]</td>
<td></td>
</tr>
<tr>
<td>COMM 3301  Television Criticism</td>
<td>3</td>
</tr>
<tr>
<td>COMM 3310  Communication Theory</td>
<td>3</td>
</tr>
<tr>
<td>COMM 3311  Nonverbal Communication</td>
<td>3</td>
</tr>
</tbody>
</table>
COMM 3330  Techniques of Persuasion  3
COMM 3335  UIL Debate and Speech  3
COMM 4345  Intercultural Communication  3
COMM 4395  Legal and Ethical Issues in Communication  3
Total  30

Students choosing Speech Communication as a teaching field must also satisfy the requirements for the major in Communication. All students seeking certification in Speech Communication should select a faculty advisor in the Communication area to help them select appropriate courses.

Other Certification Requirements
For information on required professional development courses and other teacher certification requirements, please see the College of Education section of this catalog. Students should also consult the Certification Office of the College of Education for complete and current information about teacher certification requirements.

To qualify to take the TExES (Texas Examinations of Educator Standards) in the field of Communication, students must meet the following criteria:
1. Make pre-specified acceptable scores on TExES practice tests, or departmental equivalent, and participate in practice test review and analysis session.
2. Provide official permit with signature of Program Coordinator or designated person for each teaching field on the student’s certification plan.

Students must also qualify to take the Professional Development TExES.

UNDERGRADUATE COURSES
All course descriptions are located in one section near the back of the catalog.