COMMUNICATION ARTS

Degree: Bachelor of Arts
Specializations: Advertising, Journalism,
Organizational Communication,
Public Relations, Telecommunication
& Film
Minors: General Communication
Leadership Communication
Certificate: Leadership Communication
Department: Communication Arts
Building 36, Room 178
(850) 474-2829
http://uwf.edu/commarts/
commarts@uwf.edu
College: Arts and Sciences
Semester Hours Required for Degree: 120

Faculty: Bruce Swain (Chairperson), J.L. Day (Emeritus),
A.S. du Pré, R.T. Eubanks (Emeritus), G.N. Ghioto, T.V.
Groth, A.M. Karimi, B.B. Kelly, M.B. Lambert, G.R. Norling,
E.M. Perrigo, D.R. Scott, D.C. Smith, M.E. Steele; Faculty
Associate: J.E. Bowden.

Effective communication is vital to the success of any organization in the new millennium, and the Department of Communication Arts empowers students to creatively manage professional communication challenges. Graduates learn to use technology, speak effectively, write clearly, question, communicate persuasively, explain, critique, edit, solve problems, innovate, lead, reason, practice ethics, and exceed expectations.

The department prepares students for careers in five areas of specialization. Graduates of the Advertising program (the nation’s only three-time national advertising champion) pursue careers with advertising agencies, advertisers, and the media in marketing, account management, media, sales, promotion, and creative design. The Journalism Specialization prepares students for responsibilities in contemporary news media with roles ranging from reporter to columnist. The Organizational Communication program prepares students to fulfill leadership roles in human resources, event planning, management, and media relations. All Organizational Communication graduates earn Leadership Skills Certification. The Public Relations program (ranked one of the “Top 100 PR Programs in the U.S.”) prepares students for communication careers in corporate and organizational settings including health, education, entertainment, sports, and travel. Graduates assume roles ranging from communication director to media specialist to sports promoter. The Telecommunications & Film program teaches students the art and craft of television, radio, film management, and production. Future positions for graduates range from news anchor to station manager.

Communication Arts students have been recognized in a Resolution by the State of Florida House of Representatives, have won the state advertising championship seven times and more than 100 ADDY Awards for creative excellence, and have won the National Forensic Association national championship. The department provides hands-on experiences including: Nautilus News, The Voyager, forensics and debate, projects, practica, and internships.

Contact the department for information concerning the certificate program.
**PROGRAM REQUIREMENTS**

In addition to general University requirements, students seeking the B.A. in Communication Arts must meet the requirements listed below.

A maximum of 6 sh of lower-division course work in communication may be applied to degree requirements. No grade below a "C-" in a communication arts course may be applied toward graduation. Internships for a maximum of 3 sh are available in a variety of settings.

Course descriptions are listed alphabetically by prefix in the back of this Catalog.

**General Studies (36 sh)**

Students should take SPC 2016 to meet the contemporary values and expression component. For additional information see the General Studies section of this Catalog.

**Common Prerequisites (18 sh)**

State mandated common prerequisites must be completed prior to graduation, but are not required for admission to the program.

1000/2000 level courses outside major and beyond the 36 hours of General Studies requirements..............18

**Lower Division Electives (6 sh)**

Sufficient 1000/2000 level electives to complete at least 60 semester hours in the lower division. Current UWF students may use elective courses at any level (1000-4999) to meet this elective requirement.

**Upper Division Electives (0 sh)**

in addition to general University requirements, students seeking the B.A. in Communication Arts must meet the requirements listed below.

A maximum of 6 sh of lower-division course work in communication may be applied to degree requirements. No grade below a "C-" in a communication arts course may be applied toward graduation. Internships for a maximum of 3 sh are available in a variety of settings.

Course descriptions are listed alphabetically by prefix in the back of this Catalog.

**JOURNALISM SPECIALIZATION**

**Major (27-30 sh)**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>JOU 3100</td>
<td>Newspaper Reporting</td>
<td>3</td>
</tr>
<tr>
<td>JOU 3xxx</td>
<td>Environmental Reporting</td>
<td>3</td>
</tr>
<tr>
<td>JOU 4201</td>
<td>Newspaper Editing</td>
<td>3</td>
</tr>
<tr>
<td>MMC 4201</td>
<td>The Constitution &amp; the Press</td>
<td>3</td>
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</tbody>
</table>

If not completed at the Lower Division:

<table>
<thead>
<tr>
<th>Course</th>
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</tr>
</thead>
<tbody>
<tr>
<td>MMC 2000</td>
<td>Principles of Mass Communication</td>
<td>3</td>
</tr>
</tbody>
</table>

Choose one option (15 sh):

**Electronic Media Option**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
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</thead>
<tbody>
<tr>
<td>RTV 3200C</td>
<td>Television Production</td>
<td>3</td>
</tr>
<tr>
<td>RTV 3304</td>
<td>Broadcast Journalism</td>
<td>3</td>
</tr>
<tr>
<td>RTV 3320C</td>
<td>Electronic Field Production</td>
<td>3</td>
</tr>
<tr>
<td>RTV 3942</td>
<td>Practicum: Television News</td>
<td>3</td>
</tr>
<tr>
<td>MMC 3261C</td>
<td>Computer Mediated Communication</td>
<td>3</td>
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Choose one:

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<tr>
<th>Course</th>
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<tbody>
<tr>
<td>COM 4940</td>
<td>Internship in Communication</td>
<td>3</td>
</tr>
<tr>
<td>JOU 3940</td>
<td>Practicum: Voyager</td>
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**Print Media Option**

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<th>Course</th>
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<tbody>
<tr>
<td>JOU 3300</td>
<td>Feature Writing</td>
<td>3</td>
</tr>
<tr>
<td>JOU 4211</td>
<td>Newspaper Design</td>
<td>3</td>
</tr>
<tr>
<td>JOU 4xxx</td>
<td>Public Affairs Reporting</td>
<td>3</td>
</tr>
<tr>
<td>MMC 3261C</td>
<td>Computer Mediated Communication</td>
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**Major (33-36 sh)**

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<tbody>
<tr>
<td>ADV 3000</td>
<td>Introduction to Advertising</td>
<td>3</td>
</tr>
<tr>
<td>ADV 3101C</td>
<td>Advertising Creative Strategy &amp; Tactics</td>
<td>3</td>
</tr>
<tr>
<td>ADV 3213C</td>
<td>Profession Publication Design</td>
<td>3</td>
</tr>
<tr>
<td>ADV 3300C</td>
<td>Advertising Media</td>
<td>3</td>
</tr>
<tr>
<td>ADV 4802</td>
<td>Integrated Communication-Campaigns</td>
<td>3</td>
</tr>
<tr>
<td>COM 4110</td>
<td>Business and Professional Communication</td>
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3000/4000 level Communication Arts electives..............15

**ADVERTISING SPECIALIZATION**

### Major (33-36 sh)

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<td>Business and Professional Communication</td>
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3000/4000 level Communication Arts electives..............15

**Recommended Communication Arts electives include:**

- ADV 4202C Advertising Creative Direction..............3
- ADV 4801C National Student Advertising
- Competition..............................................3
- COM 3462 Persuasive Communication.....................3
- COM 4940 Internship in Communication
- Course offered as 1-3 sh per semester
- MMC 3261C Computer Mediated Communication.............3
- PUR 3000 Principles of Public Relations..............3
- *ADV 4202C Advertising Creative Direction..............3
- *ADV 4801C National Student Advertising
- *Competition..............................................3
- *COM 3462 Persuasive Communication.....................3
- *COM 4940 Internship in Communication
- *Course offered as 1-3 sh per semester
- *MMC 3261C Computer Mediated Communication.............3
- *PUR 3000 Principles of Public Relations..............3

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**Major-Related (24-27 sh)**

<table>
<thead>
<tr>
<th>Course</th>
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</tr>
</thead>
<tbody>
<tr>
<td>EME 2042</td>
<td>Introduction to Communication &amp; Print Technologies</td>
<td>3</td>
</tr>
</tbody>
</table>

Students must complete a minor or its 15 sh equivalent in a field related to the student's career objectives and additional approved 3000/4000 level electives outside communication arts.

**Upper Division Electives (0 sh)**

**ADVERTISING SPECIALIZATION**

### Major (33-36 sh)

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3000/4000 level Communication Arts electives..............15

**Recommended Communication Arts electives include:**

- ADV 4202C Advertising Creative Direction..............3
- ADV 4801C National Student Advertising
- Competition..............................................3
- COM 3462 Persuasive Communication.....................3
- COM 4940 Internship in Communication
- Course offered as 1-3 sh per semester
- MMC 3261C Computer Mediated Communication.............3
- PUR 3000 Principles of Public Relations..............3

If not completed at the Lower Division:

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**Major-Related (24-27 sh)**

Students must complete a minor or its 15 sh equivalent in a field related to the student's career objectives and additional approved 3000/4000 level electives outside communication arts.

**Upper Division Electives (0 sh)**
ORGANIZATIONAL COMMUNICATION
SPECIALIZATION

Major (39-42 sh)
COM 4103C Leadership Communication .........................3
COM 4110 Business and Professional Communication ............3
COM 4120 Organizational Communication ........................3
COM 4464 Applied Communication Theory ......................3
COM 4620 Communication Ethics ....................................3
PUR 4800 Integrated Communication-Research ...............3
SPC 3301 Interpersonal Communication ........................3
SPC 3425 Group & Team Communication ..........................3

Choose one:
ADV 3000 Introduction to Advertising ..........................3
PUR 3000 Principles of Public Relations ..........................3

Choose one:
COM 4014 Gender & Communication ................................3
SPC 4710 Intercultural Communication .............................3

Choose one:
COM 3948 Service Learning Field Study II ....................3
COM 4940 Internship in Communications .......................3
SPC 3594 Practicum in Forensics ..................................3
(3 times for 1 sh each)

Choose two:
COM 3404 Nonverbal Communication ...............................3
COM 3462 Persuasive Communication ...............................3
COM 4022 Health Communication .................................3
COM 4202 Communication Training ..................................3

If not completed at the Lower Division:
SPC 2016 Basic Communication Skills ...............................3

Major-Related (18-21 sh)
If not completed at the Lower Division:
STA 2023 Elements of Statistics .....................................3

Students must complete a minor or its 15 sh equivalent in a field related to the student’s career objectives and additional approved 3000/4000 level electives outside Communication Arts.

Upper Division Electives (0 sh)

PUBLIC RELATIONS
SPECIALIZATION

Major (33-36 sh)
ADV 3213C Professional Publication Design ......................3
COM 4110 Business & Professional Communication ................3
PUR 3000 Principles of Public Relations ..........................3

PUR 3100 Writing for Public Relations .............................3
PUR 4600 Integrated Communication-Management ................3
PUR 4800 Integrated Communication-Research ..................3
3000/4000 level communication arts electives ......................12
(COM 4940 recommended, but not required)

Choose one:
JOU 3100 Newspaper Reporting ....................................3
RTV 3200C Television Production ...................................3

If not completed at the Lower Division:
MMC 2000 Principles of Mass Communication .....................3

Major-Related (24-27 sh)
EME 2042 Introduction to Communications 
& Print Technologies ........................................3

If not completed at the Lower Division:
STA 2023 Elements of Statistics .....................................3

Students must complete a minor or its 15 sh equivalent in a field related to the student’s career objectives and additional approved 3000/4000 level electives outside communication arts.

Upper Division Electives (0 sh)

TELECOMMUNICATION & FILM SPECIALIZATION

Major (27-30 sh)
MMC 4103 Writing for Film-TV-Radio ...............................3
MMC 4203 Media Ethics ........................................3

Choose three:
COM 4940 Internship in Communication .......................3
Course offered 1-3 sh per semester
FIL 4435 Film Making ...........................................3
RTV 3200C Television Production ..................................3
RTV 3240C Radio Production .......................................3
RTV 3320C Electronic Field Production .........................3

Choose three:
COM 4620 Communication Ethics ....................................3
FIL 4036C History Motion Picture I .............................3
FIL 4037C History Motion Picture II .............................3
FIL 4364 Documentary Film & Television .......................3
MMC 4201 The Constitution & The Press ........................3
MMC 4300 Global Communication .................................3
RTV 3700 Broadcast Management and Regulation ................3

Choose a total of 3 sh (3 times for 1 sh each):
FIL 3940 Practicum: Film .......................................1
RTV 3941 Practicum: Radio .......................................1
RTV 3942 Practicum: Television News ............................3
RTV 3945 Practicum: Non-News Television .....................1

If not completed at the Lower Division:
MMC 2000 Principles of Mass Communication .....................3
**Major-Related (30-33 sh)**
Students must complete a minor or its 15 sh equivalent in a field related to the student’s career objectives and additional approved 3000/4000 level electives outside communication arts.

**Upper Division Electives (0 sh)**

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**MINORS**

**General Communication (15 sh)**
The department offers a Minor in Communication for students from other disciplines in which communication plays a vital role. The minor consists of at least 15 sh of communication arts courses. To fulfill the requirements for the minor, a student must complete 15 sh of the required courses in a program of study (advertising, journalism, organizational communication, public relations, telecommunication and film). Communication Arts majors may not earn this minor.

**Leadership Communication (15-18 sh)**
The Leadership Communication program promotes leadership communication competencies, self-confidence, ethical character, and service to others. Each course in the program involves a hands-on learning activity which empowers students to apply leadership characteristics in University projects and activities, professional environments, or service-learning work in the community. Students completing the Leadership Communication Minor will also earn their Service Learning Certification. Communication Arts majors may not earn this minor.

- COM 4103C Leadership Communication .........................3
- COM 4110 Business & Professional Communication ......3
- COM 4120 Organizational Communication ......................3
- SPC 3301 Interpersonal Communication .........................3
- SPC 3425 Group & Team Communication .........................3

*If not taken in the Lower Division:*

- SPC 2016 Basic Communication Skills .........................3

Note: Changes to the Journalism Specialization have been proposed by the department and are pending Faculty Senate and University approval. Approval is expected before the beginning of the academic year.