

COMMUNICATION ARTS

Degree: Bachelor of Arts
 Specializations: Advertising
 Journalism
 Organizational Communication
 Public Relations,
 Telecommunication & Film
 Minors: General Communication
 Leadership Communication
 Certificate: Leadership Skills
 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), W.R. Bobbitt, A.S. du Pré, G.N. Ghioto, K. N. Goldschmidt, 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.

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 management and production of the art and craft of television, radio, and film. Future positions for graduates range from news anchor to station manager to filmmaker.

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, have won 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 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.

No more than 24% of the program requirements for an undergraduate degree in Communication Arts may be in traditional business subjects.

General Studies (36 sh)

Students should take SPC 2608 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.

Recommend that these courses be taken at the lower division, since they are required for the degree.

All majors except Organizational Communication:

MMC 2000 Principles of Mass Communication 3

Organizational Communication Majors:

SPC 2016 Basic Communication Skills 3

ADVERTISING SPECIALIZATION

Major (33-39 sh)

ADV 3000 Introduction to Advertising 3
 ADV 3101C Advertising Creative Strategy & Tactics 3
 ADV 3213 Professional Publication Design 3
 ADV 3300C Advertising Media 3
 ADV 4802 Integrated Communication-Campaigns 3
 COM 4110 Business and Professional Communication . 3
 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
*SPC 4540	Persuasion and Propaganda.....	3
*COM 4940	Internship in Communication.....	3
	Course offered as 1-3 sh per semester	
MMC 3261C	Computer Mediated Communication.....	3
PUR 3000	Principles of Public Relations.....	3
*PUR 3100	Writing for Public Relations.....	3
*PUR 4600	Integrated Communication-Management.....	3
	* Requires one or more prerequisites	

If not completed at the Lower Division:

ADV 2214	Graphic Programs in Communication.....	3
MMC 2000	Principles of Mass Communication.....	3

Major-Related (21-27 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)

JOURNALISM SPECIALIZATION

Major (27-30 sh)

JOU 2100	Newspaper Reporting.....	3
JOU 3314	Environmental Reporting.....	3
JOU 4201	Newspaper Editing.....	3
MMC 4201	The Constitution & the Press.....	3

If not completed at the Lower Division:

MMC 2000	Principles of Mass Communication.....	3
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Choose one option (15 sh):

Electronic Media Option

RTV 3200C	Television Production.....	3
RTV 3304	Broadcast Journalism.....	3
RTV 3320C	Electronic Field Production.....	3
RTV 3942	Practicum: Television News.....	3
	3000/4000 level Advisor-Approved elective.....	3

Print Media Option

JOU 3940	Practicum: Voyager.....	3
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Choose three:

JOU 3300	Feature Writing.....	3
JOU 4181	Public Affairs Reporting.....	3
JOU 4213	Newspaper Design.....	3
MMC 3261C	Computer Mediated Communication.....	3

Choose one:

COM 4940	Internship in Communication.....	3
	Course offered 1-3 sh per semester	
JOU 3940	Practicum: Voyager (second time).....	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)

ORGANIZATIONAL COMMUNICATION SPECIALIZATION

Major (39-42 sh)

COM 4620	Communication Ethics.....	3
PUR 4800	Integrated Communication Research.....	3
SPC 2016	Basic Communication Skills.....	3
SPC 3605	Speech Writing, Analysis and Delivery.....	3

Choose one:

COM 3948	Service Learning Field Study II.....	3
	Course offered 1-3 sh per semester	
COM 4940	Internship in Communication.....	3
	Course offered 1-3 sh per semester	
SPC 3594	Practicum in Forensics.....	3
	(1 sh each for 3 times)	

Organizational Communication Options and Electives

Complete one 9 sh option and select an additional 9 sh from courses in the other options (18 sh):

Rhetorical Option

SPC 4513	Argumentation and Debate.....	3
SPC 4540	Propaganda and Persuasion.....	3
SPC 4680	Rhetorical Criticism.....	3

Relational Option

COM 4014	Gender and Communication.....	3
COM 4465	Conflict Management.....	3
SPC 3301	Interpersonal Communication.....	3

Corporate Option

COM 4022	Health Communication.....	3
COM 4103C	Leadership Communication.....	3
COM 4120	Organizational Communication.....	3

Choose 6-9 sh from the following pre-approved electives (6-9 sh):

COM 3404	Nonverbal Communication.....	3
COM 4120	International Business Communication.....	3
COM 4202	Communication Training.....	3
ORI 4130	Oral Interpretation.....	3
PUR 4400	Crisis Public Relations.....	3
SPC 4640	American Public Address.....	3
SPC 4650	Political Communication.....	3
SPC 4651	Rhetoric of Social Movement.....	3
SPC 4710	Intercultural Communication.....	3

Major-Related (18-21 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)

PUBLIC RELATIONS SPECIALIZATION

Major (30-36 sh)

PUR 3000	Principles of Public Relations.....	3
PUR 3100	Writing for Public Relations.....	3
PUR 4600	Integrated Communication-Management.....	3
PUR 4203	Public Relations: Law and Ethics.....	3
PUR 4930	Current Issues and Trends in Public Relations.....	3
	3000/4000 level Communication Arts electives.....	12

Choose one:

COM 4940	Internship in Communication.....	3
COM 3948	Service Learning Field Study II.....	3

If not completed at the Lower Division:

JOU 2100	Newspaper Reporting	3
MMC 2000	Principles of Mass Communication	3

Major-Related (18-21 sh)

MAR 4613	Marketing Research.....	3
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If not completed at the Lower Division:

STA 2023	Elements of Statistics.....	3
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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 (3-12 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	Digital Film Making.....	3
RTV 3200C	Television Production.....	3
RTV 3210C	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
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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)

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. The program involves hands-on learning activities that empower students to apply and develop leadership skills in a range of university, community, and professional environments. Students completing the Leadership Communication Minor will also earn a Leadership Certificate, which will be noted on their transcripts. Communication Arts majors may earn the certificate, but not the minor.

Required:

COM 4103C	Leadership Communication	3
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Choose one of the following:

SPC 3605	Speech Writing, Delivery, & Analysis	3
SPC 4540	Propaganda and Persuasion	3

Choose three of the following:

COM 4120	Organizational Communication	3
SPC 4014	Gender and Communication	3
COM 4022	Health Communication	3
SPC 3301	Interpersonal Communication	3
SPC 4650	Political Communication	3
SPC 4651	Rhetoric of Social Movements	3
SPC 4640	American Public Address	3

If not taken in the Lower Division:

SPC 2016	Basic Communication Skills.....	3
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