

## B.A. in COMMUNICATION

(32 credits required for graduation with a minimum cumulative GPA of 2.00)

**NOTE:** This guide is not meant to replace the degree audit; it is subject to change and represents actions approved by Faculty to date. Students are encouraged to run their degree audit at the end of each term of enrollment. Please refer often to the 2017-2018 Online Catalog & Student Handbook <http://catalog.berea.edu/en/current/catalog>), which will be updated with the most current information.

### GENERAL EDUCATION PROGRAM

No single transfer course can meet more than one General Education requirement.

#### Core Courses

(Developmental math courses may be waived on basis of test scores.)

MAT 010 Pre-Algebra  
MAT 011 Elementary Algebra  
MAT 012 Elementary Algebra II

GSTR 110 Writing Seminar I: Critical Thinking in the Liberal Arts (Transfer students may waive if College Composition was taken as a degree-seeking student at another college and earned a grade of B or higher.)

GSTR 210 Writing Seminar II: Identity and Diversity in the U.S.

GSTR 310 Understandings of Christianity  
GSTR 410 Seminar-Contemporary Global Issues

#### Scientific Knowledge and Inquiry

GSTR 332 Scientific Origins **OR**

Two (2) approved science courses, from two different disciplines, one of which must be an approved lab course. The following courses have been approved to meet this requirement: ANR 110, BIO 100, 101, 110, CHM 113, 131, PHY 111, 127, 221

#### Wellness & Fitness

WELL 101 Principles of Wellness I

WELL 102 Principles of Wellness II

Two (2) ¼-credit HHP activity courses (HHP 200 will satisfy both the SWIM requirement and one of the activity course requirements)

#### Practical Reasoning (PR & PRQ)

Two (2) courses, at least one firmly grounded in math or statistics (PRQ); the other can be an approved practical reasoning (PR) course or another PRQ course.

#### Perspectives (Six areas required)

One (1) course in **each** of the six areas is required. Individual courses may be approved to satisfy more than one perspective, but no single course may satisfy more than two perspective areas.

- 1) Arts
- 2) Social Science
- 3) Western History
- 4) Religion
- 5) African American/Appalachian/Women
- 6) International (choose one option):
  - A) Two (2) courses in the same non-English language, one of which may be waived through testing; **OR**
  - B) Two (2) world culture courses, one of which must be grounded in a non-western culture

#### Active Learning Experience

An approved experience, taken for credit or non-credit (e.g. internships, undergraduate research experiences).

### MAJOR REQUIREMENTS

A minimum GPA of 2.0 in the major is required for graduation.

#### Core Courses

COM 100 Intro to Communication  
COM 220 Theories of Communication

(Students are encouraged to complete COM 220, a survey course that helps prepare for other coursework in the major, during the sophomore year.)

#### Capstone Course

COM 410 Senior Seminar in Communication

#### Required Distribution Courses (Six total credits)

(One credit from both Group 1 and Group 2 and two additional credits chosen from either group, at least one at the 300-level.)

##### Group 1 Communication & Cultural Identity

COM/PSJ 113 Conflict & Mediation  
COM 206 Interpersonal Communication  
COM 207 Intercultural Communication  
COM/AFR 305 Interracial Communication  
COM/WGS 310 Communication & Gender

##### Group 2 Strategic Communication

COM 201 Argumentation & Debate  
COM 203 Persuasion  
COM 211 Broadcast Journalism I  
COM 302 Organizational Communication  
COM 312 Mass Communication  
COM 315 Public Relations  
COM 103A or B Competitive Debate Practicum (¼-credit course; may be repeated four times for one full course credit)

Two (2) additional course credits chosen from either Group 1 or Group 2 above, or the following:

COM 186/286/386/486 Special topics  
COM/ENG 284 Workshop-Composition/Rhetoric  
COM 390/490 Independent Study  
COM 395/495 Internship  
COM 397/497 Team-Initiated Study  
COM 398/498 Directed Study  
BUS 257 Consumer Behavior  
BUS 363 Marketing  
ENG 220 Studies in Film  
ENG 280 Workshop-Professional Writing  
ENG 380 Advanced Professional Writing  
PHI 106 Introductory Reasoning  
PSY 210 Industrial/Organizational Psychology w/lab  
SOC 220 Cultural Anthropology **OR**  
THR 227 Voice & Diction

#### Electives

20 credits outside the major

**Admission to the Major Guidelines:** Successful completion of at least one COM course.

***Learning Goal 1: Students will be informed and engaged citizens of the world by . . .***

Learning Outcome 1.1: Demonstrating capacities for critical thinking, reasoning, argumentation, and decision making.

Learning Outcome 1.2: Communicating competently across a range of social identities including race, culture, gender, sexuality, and class.

Learning Outcome 1.3: Engaging in service learning opportunities that bridge the gap between theory and practice as well as provide service to local community organization.

Learning Outcome 1.4: Gaining professional experience through service in internship positions.

***Learning Goal 2: Students will be competent and ethical communicators in a range of contexts including interpersonal, small group, conflict, public speaking, organizations, and media by . . .***

Learning Outcome 2.1: Developing their own communication competence goals and assessing their competence while planning and monitoring their progress.

Learning Outcome 2.2: Constructing and presenting effective arguments, mass mediated messages, interpretations and critical analyses orally and in writing.

Learning Outcome 2.3: Creating speeches, written communication, and media designs that reflect thorough research, commitment to truth, and respect for all sides of an issue and their audiences.

Learning Outcome 2.4: Engaging productively with others to meet mutually satisfying goals.

***Learning Goal 3: Students will demonstrate understanding of various theories of communication and rhetoric from the classical to contemporary age by . . .***

Learning Outcome 3.1: Explaining competently a range of objectivist, interpretive, and critical theories and the thinking behind them.

Learning Outcome 3.2: Analyzing communication artifacts and current events through a variety of theoretical lenses.

Learning Outcome 3.3: Constructing new theoretical perspectives based on analyses of communication phenomena.

***Learning Goal 4: Students will become competent communication researchers by . . .***

Learning Outcome 4.1: Collecting original data by utilizing naturalistic/qualitative research methods.

Learning Outcome 4.2: Analyzing original data and forming conclusions by utilizing various theoretical lenses.

Learning Outcome 4.3: Interpreting and synthesizing existing scholarship.

***Learning Goal 5: Students will demonstrate media literacy by being discriminating consumers and creators of messages by . . .***

Learning Outcome 5.1: Demonstrating an understanding of the industry makeup and business & societal functions of the various mass media.

Learning Outcome 5.2: Demonstrating an understanding of the research process for the construction of media messages.

Learning Outcome 5.3: Creating media products, including news stories and public relations campaigns, reflecting high standards in production, writing, and ethics.

Learning Outcome 5.4: Creating written and oral analyses of media products that demonstrate understanding of the historical, commercial, ideological, and production properties of the product as well as its content.

Learning Outcome 5.5: Apply a working knowledge of the equipment (lighting, sound, cameras, editing, and production), writing processes, script development, studio terminology, and artistry in broadcast journalism.