

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 2021-2022 *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 112 Nonviolent Communication
COM/PSJ 113 Conflict & Mediation
COM 204 Race, Gender, and Media
COM 206 Interpersonal Communication
COM 207 Intercultural Communication
COM/AFR 305 Interracial Communication
COM/WGS 310 Communication & Gender

Group 2 Strategic Communication

COM 104 Radio Broadcasting
COM 105 Digital Editing
COM 201 Argumentation & Debate
COM 211 Broadcast Journalism I
COM 302 Organizational Communication
COM 303 Persuasion
COM 311 Broadcast Journalism II
COM 312 Mass Communication
COM 315 Public Relations

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/PSY 257 Consumer Behavior
BUS 363 Marketing
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.