

COMMUNICATION ARTS

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

Faculty: Bruce Swain (Chairperson), J.L. Day (Emeritus),
 A.S. duPré, M.A. el Nawawy, R.T. Eubanks (Emeritus),
 T.V. Groth, A.M. Karimi, L.E. Myers, E.M. Perrigo, D.C. Smith,
 M.E. Steele, T. Swenson-Lepper; 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 from 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. Graduate positions range from news anchor to station manager.

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

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.

Contact the department for information concerning the certificate program.

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.

Recommended 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
SPC	2016	Basic Communication Skills	3

Organizational Communication Majors:

GEA	2000	Nations & Regions of the World	3
SPC	2016	Basic Communication Skills	3

ADVERTISING SPECIALIZATION

Major (33-36 sh)

ADV	3000	Introduction to Advertising	3
ADV	3101C	Advertising Creative Strategy & Tactics	3
ADV	3213C	Profession 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
COM	4120	Organizational Communication	3
* COM	4940	Internship in Communication	3
Course offered as 1-3 sh per semester			
MMC	3261C	Computer Mediated Communications	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:

MMC 2000 Principles of Mass Communication 3

Major-Related (24-27 sh)

CGS 2570 Personal Computer Applications 3
CGS 2580 Desktop Publishing 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)

JOURNALISM SPECIALIZATION

Major (27-30 sh)

JOU 3100 Newspaper Reporting 3
JOU 4101 Advanced Newspaper Reporting 3
MMC 3261C Computer Mediated Communication 3
MMC 4201 The Constitution & the Press 3

If not completed at the Lower Division:

MMC 2000 Principles of Mass Communication 3

Choose one option (15 sh):

Option 1

RTV 3000 Introduction to Telecommunications 3
RTV 3200C Television Production 3
RTV 3304 Broadcast Journalism 3
RTV 3942 Practicum: Television News 3
(3 times for 1 sh)
3000/4000 level Advisor Approved elective 3

Option 2

JOU 3940 Practicum: Voyager 3
JOU 4004 The Newspaper in American Society 3
JOU 4211 Newspaper Design 3
JOU 4308 Magazine Writing 3

Choose one:

COM 4940 Internship in Communication 3
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 4103C Leadership Communication 3
COM 4120 Organizational Communication 3
COM 4464 Applied Communication Theory 3
PUR 4800 Integrated Communication-Research 3
SPC 3301 Interpersonal Communication 3
SPC 3425 Group & Team Communication 3
SPC 3602 Advanced Presentational Strategies 3

Choose one:

ADV 3000 Introduction to Advertising 3
PUR 3000 Introduction to Public Relations 3

Choose one:

COM 4014 Gender & Communication 3
SPC 4634 Rhetoric of the Southern Civil Rights
Movement 3
SPC 4710 Intercultural Communication 3

Choose one:

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

If not completed at the Lower Division:

SPC 2016 Basic Communication Skills 3

Choose one emphasis:

Communication Studies Emphasis

Choose 9 sh of approved Communication Arts electives or other department offerings related to career objective.

Global Communications Emphasis

COM 4102 International Business Communication 3
MMC 4300 Global Communication 3
3000/4000 level advisor approved elective 3

Major-Related (18-21 sh)

If not completed at the Lower Division:

STA 2023 Elements of Statistics 3

Communication Studies Emphasis

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.

Global Communication Emphasis

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

Choose one:

JOU 3100 Newspaper Reporting 3
RTV 3304 Broadcast Journalism 3

Electives:

3000/4000 level communication arts electives 12
(COM 4940 recommended, but not required)

If not completed at the Lower Division:

MMC 2000 Principles of Mass Communication 3

Major-Related (24-27 sh)

CGS 2570 Personal Computer Applications 3
CGS 2580 Desktop Publishing 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
RTV 3000 Introduction to Telecommunications 3

Choose nine hours:

COM 3948 Service Learning Field Study II (Film) 3
Course offered 1-3 sh per semester
COM 4940 Internship in Communication 3
Course offered 1-3 sh per semester
FIL 4601 Film Making 3
RTV 3200C Television Production 3
RTV 3240C Radio Production 3
3000/4000 level advisor approved elective 3

Choose three:

COM 4620 Communication Ethics 3
FIL 4300 Documentary Film & Television 3
FIL 4403C History Motion Picture I 3
FIL 4404C History Motion Picture II 3
MMC 4201 The Constitution & The Press 3
MMC 4300 Global Communication 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 1
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)

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 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 4120 Organizational Communication 3
COM 4103C Leadership Communication 3
SPC 3301 Interpersonal Communication 3
SPC 3425 Group & Team Communication 3
SPC 3602 Advanced Presentational Strategies 3