

# 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  
 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, J. Ellerbach, R.T. Eubanks (Emeritus), G.N.  
 Ghioto, T.V. Groth, J.N. Jung, A.M. Karimi, E.M. Perrigo, D.R.  
 Scott, 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 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, 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*, 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.

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

Organizational Communication Majors:

SPC 2016 Basic Communication Skills ..... 3

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## ADVERTISING SPECIALIZATION

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### **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 3462 Persuasive Communication ..... 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:*

MMC	2000	Principles of Mass Communication .....	3
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**Major-Related (24-27 sh)**

EVE	2042	Introduction to Communication & Print Technologies .....	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 (0 sh)**

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**JOURNALISM SPECIALIZATION**

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**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
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*Choose one option (15 sh):*

*Option 1*

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

*Option 2*

JOU	3940	Practicum: Voyager .....	3
JOU	4201	Newspaper Editing .....	3
JOU	4211	Newspaper Design .....	3
JOU	4308	Magazine Writing .....	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)**

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**ORGANIZATIONAL COMMUNICATION SPECIALIZATION**

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**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	Introduction to 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
		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)	

*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
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**Major-Related (18-21 sh)**

*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 (0 sh)**

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**PUBLIC RELATIONS SPECIALIZATION**

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**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	3200C	Television Production .....	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
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**Major-Related (24-27 sh)**

EVE	2042	Introduction to Communications & Print Technologies .....	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 (0 sh)**


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**TELECOMMUNICATION & FILM  
SPECIALIZATION**


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**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	4601	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	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
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)**


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**MINORS**


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**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
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