

# 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](mailto:commarts@uwf.edu)  
 College: Arts and Sciences  
 Semester Hours Required for Degree: 120

Faculty: Bruce Swain (Chairperson), W.R. Bobbitt, J.L. Day (Emeritus), A.S. du Pré, R.T. Eubanks (Emeritus), G.N. Ghioto, 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; 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, have won the state advertising championship seven times and 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 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.

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

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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 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  
 \* 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)

*Choose one:*

ADV 2xxx	Graphic Programs in Communication .....	3
EME 2042	Introduction to Communication & Print Technologies .....	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 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 4211	Newspaper Design.....	3
JOU 4181	Public Affairs Reporting .....	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 4xxx	Argumentation and Debate .....	3
SPC 4xx2	Propaganda and Persuasion .....	3
SPC 4xx3	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
PUR 4400	Crisis Public Relations .....	3
SPC 4710	Intercultural Communication .....	3
SPC 4xx1	Oral Interpretation .....	3
SPC 4xx4	American Public Address .....	3
SPC 4xx5	Political Communication.....	3
SPC 4xx6	Rhetoric of Social Movement.....	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 (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
3000/4000 level	communication arts electives .....	12
	(COM 4940 recommended, but not required)	

*Choose one:*

JOU 3100	Newspaper Reporting.....	3
RTV 3200C	Television Production .....	3

*If not completed at the Lower Division:*

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

*Choose one:*

ADV 2xxx	Graphic Programs in Communication .....	3
EME 2042	Introduction to Communication & Print Technologies .....	3

*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)

## 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 3240C	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. 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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